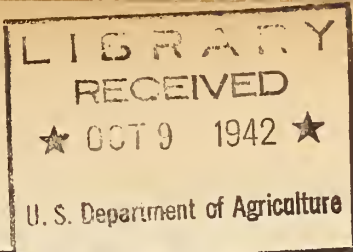


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Radio Round-up

on food...

A Service --
For Radio Station Directors of Womens' Programs

Washington, D. C.
Oct. 2, 1942 -- No. 18

HAVE WE A MILK SHORTAGE?

Last week we promised you facts on milk situation. CONTRARY TO CURRENT STORIES BEING CIRCULATED, milk rationing is not in the current picture, but AMA says serious shortages may occur in some fluid milk markets this fall and winter because national consumption is increasing while rate of production is rapidly declining equal to or below that of 1941 in many of these areas. At first of year production in 16 of 20 markets, operating under Federal orders, was above last year but many of these areas now show more than a normal seasonal decline. Production now is below last year in seven markets and approaches that condition in others. Factors largely responsible for this decline are shortages of farm labor, more profit in other farm operations, inevitable declines in the unusually favorable pasture and weather conditions, high prices for cull cows for beef and new emphasis on health regulations in some areas. Total milk production is still above that of last year but expanding military and Lend-Lease needs are expected to make further demands in next 12 months on milk and dairy products. This means either reduced civilian consumption (probably dairy products at first and not bottled milk) or failure to meet war needs--and we must not fail our fighting men! Present war requirements take about 60% of American cheese produced,

CURRENTLY SPEAKING --

That meat is No.1 food item in fighting a war, there can be no doubt. On AMA's list of wartime food purchases for August, meat products and lard were still at the top of list, accounting for 42% of total cost of all commodities purchased--but August meat purchases were about half the July meat total. Dairy products, second in line, also declined to about half of the July figure. The third item on the list was non-foodstuffs, chiefly cotton and tobacco. In contrast to the decline on meat and dairy products purchases, larger quantities of vegetables, edible oils, fish and seasonally available foodstuffs were bought. Vegetable purchases almost doubled in August over July; fish totaled nearly three times as much, but cereals and fruits showed a slight decrease.

Since the beginning of the Lend-Lease program more than two-thirds of total money spent for AMA purchases has been for animal protein products, which provide food values in highly concentrated forms. The total of these purchases has been almost equally divided between meat products, dairy products and eggs.

45% of dry skim milk, 40% of evaporated, about 15% of butter and 70% of dry whole milk--or a total of 15 to 17 billion

(see page 2)

US Department of Agriculture
Agricultural Marketing Administration

HAVE WE A MILK SHORTAGE (cont'd.)

pounds of fluid milk. Estimated milk production is 119 billion pounds and current consumption is about 110 billion pounds and is increasing -- which indicates we will be short a few billion pounds. Farmers are urged to expand production, where possible and in markets where shortages occur, emergency supplies are being shipped in. Milk situation is indicative of what is happening along other food lines due to scope of war needs. Present outlook indicates armed forces and allies will require from 60 to 85% of all canned fish; over one-third of canned fruits and vegetables; about same amount of dried fruits; one-fourth of all meats, 30% of dried edible beans and 40% of dried peas. Egg requirements which have been running about one out of every seven produced in this country are now up to about one out of every five.

ON PENNY MILK -- AMA asks broadcasters not to let up on Penny Milk Programs. It is important to nation's health that we do not let the children down! England is protecting her children during these war days--concentrated orange juice purchased by AMA for England is allotted entirely to children--and they are at top of list on other foods essential to health. America must not neglect her children and Penny Milk Programs are important. There is no substitute food for milk. Unless you know actual critical shortages exist in your area--which cannot be remedied by importing supplies -- push Penny Milk Program. (For background material on how "Penny Milk" Programs help to keep milk production up, see "Round-Up", Sept. 18.)

HERE'S TO BIDDY

Secretary Wickard made an "all-out" production call to poultrymen to grow 200 million more chickens within next 4 to 6

months to supplement Nation's meat supply. And this can be done if 1 out of every 5 poultry producers raises 200 birds for meat. Poultry associations have suggested that these chickens be reared to a weight of at least 3 lbs. each--and if you have a mind for figures --3 times 200 million is 600 million pounds of chicken. That much poultry meat will help to relieve a meat supply problem that can be stated this way for the year beginning October 1: Army, Navy and Lend-Lease need at least 6-1/2 billion pounds of meat. If civilians were allowed to buy all they want they would take 21 billion pounds. Hence, the total demand is 27-1/2 billion pounds. The total supply is slightly more than 24 billion pounds. The deficit is 3-1/2 billion pounds. It must come out of civilian supplies. The civilian supply must be held at 17-1/2 billion pounds in order to provide the needed 6-1/2 billion pounds for Army, Navy and Lend-Lease. So here's a toast to Mrs. Biddy--more and weightier chicks! This production of extra chickens is in addition to record production of eggs, laying hens, and meat chickens which farmers are now supplying to meet wartime requirements in 1942. So far this year more than 40 billion eggs have been laid by America's 315 million laying hens--13% more than in 1941. And it is estimated farmers will sell about 17% more meat chickens this year than last year. And from the war angle, it is probable that no further purchases of canned boned chicken and canned boned turkey will be made before the fall of 1943. AMA has been buying these products at the request of allies for hospital use. Since September 1941 AMA has bought more than 5-1/2 million pounds of canned boned chicken and 1-1/4 million pounds of canned boned turkey--and delivery has been made on almost entire lot.

CANNED FOODS: To assure more equitable distribution by canners, WPB has imposed distribution controls over entire civilian supply of canned fruits, vegetables, and fruit and vegetable juices. Quotas set are: Each canner may deliver 35% of his 1942-43 season supply up to Nov. 30; between Dec. 1 and March 31, 1943 another 35%, on or after April 1, the remaining 30%. No restrictions on jellies, jams, marmalades, preserves, pickles, relishes, soups or packed foods for infants or invalids. Government will require about one-third of total 1942-43 supply of canned fruits and vegetables; 1942-1943 pack is estimated at 274 million cases, an all-time high, compared to 250 million cases in 1941-42 and an average of 200 million cases in 5-year period 1936-40. Civilian, consumers supply this year will be equal to about 5-year average.

FATS AND OILS: An allocation purchase plan for fats and oils available to United Nations has been worked out by Combined Food Board and accepted by United States, United Kingdom, Canada, Australia, New Zealand, and South Africa, and is now in effect. Survey was made of supplies in relation to essential wartime needs and from where they may be obtained, with effort to ease transportation difficulties. Main sources of supplies are North and South American continents, including the Caribbeans, Tahiti. Free French Pacific Islands, Portuguese Africa, Spanish Africa and Liberia, Belgian Congo and some British Empire countries. Specific "dollars and cents" price ceilings on various grades and qualities of soybean oil, corn and peanut oils have been established by OPA--and will be uniform for every seller in the industry-- More and more these oils loom in importance in national food situation. Soybean and peanut story is promised soon. WPB has placed castor oil under complete allocation control -- but don't take hope youngsters! No restrictions on it for medical purposes, which takes only a small quantity. Chief uses are for industrial and commercial purposes.

MILK: Regional OPA offices will have authority to correct local milk shortages in communities of 100,000 population or under as changes are largely local in scope and can be handled most expeditiously in field, an OPA release says. Frozen abnormal differentials between localities due to price ceilings, set last March have been partly responsible for shortages. Milk distributors in certain areas were able to outbid others --diverting milk from some communities. Another reason for shortage is rise in manufactured dairy products prices since last March--many dairy products under 110 agricultural parity price and could not be placed under control then. Many producers switched from sales of fluid milk to communities to sales to plants manufacturing dairy products.

SHRIMP: Ceiling prices on canned shrimp in both wet and dry pack have been lifted 17 to 27%. At same time consumer in some cases may actually pay less per pound, especially in larger size containers, since OPA order follows a new ruling by Administrator of Federal Security Agency, under Pure Food Act, which will result in more shrimp to be packed in can.

ARMED FORCES TO GET CANNED FISH

Government will take at least 60% of total 1942 salmon pack, estimated at 5,700,000 cases--perhaps more, according to recent USDA release announcing US requirements of canned salmon, Maine sardines and pilchards. Sometime ago entire 1942 salmon pack was frozen for AMA purchase for armed forces and allies' needs. It is expected packers will receive release for 20% of pack after Government requirements are met; remaining 20% will be held to be sure US supplies are sufficient. AMA is asking for 1-lb cans but will accept any size packer finds necessary to use. Government needs of Maine sardines are placed at 2 1/4 million cases--a little more than two-thirds of 1942 pack. Packers were given a release of one-third of pack to Aug. 15 for civilian trade. Of 1942 pilchard pack, estimated 4 to 5 million cases, US will require more than 3 1/4 million cases. Industry has been told to save all of first part of pack of Government and releases for civilians will be made after US needs are supplied.

BLUE STAMP FOODS FOR OCTOBER

October Blue Stamp Foods are same as for September except--fresh pears are omitted on October 1--but fresh vegetables and fresh apples are still there! Fall is the apple season and apples should be pushed --And don't forget we need the vitamins, minerals and food values found in fresh fruits and fresh vegetables. Among other Blue Stamp foods listed are: shell eggs, corn meal, hominy (corn) grits, various flours, dry edible beans (PUSH BEANS AS MAIN DISH--rich in protein value and may be used instead of meat)--and all fresh vegetables, including Irish and sweet potatoes. With food prices rising, you can always be assured that foods listed for purchase with Blue Stamps will be reasonably priced--A tip to the wise homemaker is sufficient! -- Cabbage is a VICTORY FOOD SPECIAL all this week ('til October 10) and it's one of our lowest priced vegetables. You'll find recipes for cabbage and other green vegetables, now on markets, in leaflet enclosed: "Green vegetables in Low Cost Meals," issued jointly by Bureau of Home Economics and AMA. It contains excellent suggestions for wartime dishes. Your listeners may have free copies by writing USDA, Washington, D.C.

OPA SETS TOP PRICES ON BEEF

To reduce individual packers' high ceilings, OPA put a limiting top price, effective October 1, on carcass beef which any packer or wholesaler may not exceed regardless of his previous ceilings--Grade "AA" steer and heifer carcasses were set at 23 cents a pound and maximums were also fixed for the lower grades of beef. To assure armed forces and allies of sufficient meat supplies OPA ordered 1942 civilian deliveries from slaughterers, who produce more than 500,000 lbs. of meat every three months, limited to following percentages on deliveries during last quarter of 1941: Beef, 80%; pork, 75%; lamb and mutton, 95%; and veal, 100%. Under OPA order all but 20% of output of kind of beef used to make bologna, corned beef, bully beef, etc., has been reserved for the army to build up its supplies of rations for soldiers overseas. No restrictions were placed on canned meat sausage, scrapple, souse, etc., other than those on the meats going into these products. There are no restrictions either on lard, liver, hearts and kidneys.

HURRAH FOR THE FARMERS!

In constantly calling on homemakers to manage the Nation's food supply wisely it is well to remind them how farmers in every community are cooperating in war effort. At beginning of war, USDA War Boards were organized in every agricultural county to push war program. Here are some of the activities reported in different States by War Boards.

In Wilson County, Texas, farmers organized cooperatives to exchange labor and harvest crops. Farmers do work themselves without depending on outside labor, each brings his own dinner to the job. A 45,000 acre record peanut crop is being threshed thus. In South Dakota 40 families had to move by Sept. 1 due to land acquisition by War Department, Land, buildings and equipment were appraised and families allowed to take what they wished at cost of 10% of appraised valuation. Forty thousand bushels of wheat stored in this area had to be moved. Twenty-two States reported cooperative plans under way to get farm work done through exchange of farm machinery and custom work. California has over-all State committees to handle labor problems in cooperation with State USDA War Board.

Florida has surveyed its labor wants - and plans to get extra workers from Bahamas and other West Indian Islands, if local and other domestic labor available are not sufficient. The salvage quota of Chester County, Pennsylvania, 6,781 tins, is almost 1 ton for each of its men in the armed forces--7000 men have gone. About 1000 men go from the county each month.

In an Alabama county, community meetings were held to work out transportation problem with the idea of keeping two good trucks in operation in each community to haul perishable produce to market. Somewhat similar projects are being carried out in Arkansas. In one county of that State, farmers estimated 20,000 miles of driving is eliminated each week. In another county, without a railroad and the closest market from 15 to 75 miles from shipping points, operator of a new canning factory arranged collecting stations to pick up tomatoes from farmers and transport them to factory. Similar hauling has been arranged in 7 communities in county.

SHARE THE MEAT CAMPAIGN

The big story on meat is: Government is launching a "Share the Meat" campaign upon recommendation of Foods Requirements Committee (representing eight Government agencies.) An important "blue book", approved by the FRC, is now being circulated among Government agencies to get comments and suggestions for an "all-out" campaign. We'll brief this for you later. Keynote was sounded by Secretary Wickard in address "We Must Maintain Our Food Supplies" given at meeting of National Association of Food Chains in Chicago, September 24, which contains most of recommendations of Foods Requirements Committee. Here are excerpts: "As a Nation we are still too complacent about food. I am convinced that the only way we can provide enough food to win the war is to conserve every bit of this year's great production, and to concentrate all of our future efforts on production, processing and distribution of foods that are absolutely essential.

"We must determine how much labor and equipment is required to produce and distribute and process the food that is needed. We must provide enough for our armed forces and for lend-lease, and must see that the domestic supply is divided fairly among our own people. The Foods Requirements Committee of the War Production Board has the responsibility of directing this far-reaching effort, but it can succeed only with the full cooperation of every group in the food industry -- from farmer to the housewife. All of us who deal with the food supply are dealing with a precious war commodity. Food on the home front is just as much a war material as food on the fighting fronts.

"The Foods Requirements Committee has been making a study of how to best use our meat supply. OPA is now preparing a limitation order which will specify how much meat packers can put on the civilian market." (Issued October 1 - See "OPA Sets Top Prices on Beef". "For three months starting October 1 those amounts will be not more than 80 percent of the beef and veal, 95 percent of the lamb and mutton, and 75 percent of the pork, based on sales into the domestic market during October, November and December of 1941. Similar limitations will be

issued for later periods. Adjustments will be made when necessary to allow for changes during the past year in the distribution pattern and in the wartime food requirements of different areas. I'm sure you know the reasons for issuing this meat limitation order. If all meat produced this year were to be used by American civilians we would have the biggest supply ever known. But we are sharing it with the Army, the Navy, and our allies. As result of Government program potential meat supply far exceeds anything ever recorded before in America. But the need for American meat also far exceeds any level ever before recorded. The demand is greater than the supply.

"We must provision an Army and Navy big enough to win a World War. That takes more meat than feeding the same number of civilians. It takes especially large quantities out of the current supplies, because we must fill the military store houses at once with canned and cured meats. We must build up huge meat reserves this fall and winter to make sure that American fighting men will not go hungry on far-off battlefields next year. We must send our allies enough meat to keep up their strength and morale. Our allies are manning our battle lines. They are producing munitions for our side. We must now store up reserves so that whenever a convoy is ready to load the Lend-Lease meat is there to go aboard. I am sure that civilians will be glad to share with our fighting men and our allies. It is patriotic to share. The Government is not recommending a uniform meatless day for individual households. We believe that the patriotism and sense of fair play of individual consumers will lead them to figure out the way which best suits their our own circumstances. Of course, some families may prefer to bring their consumption to the necessary wartime level by meatless days at their own tables. Others may prefer to have meatless meals or reduce portions served. How they do it is not important. That they do it is imperative. One fact that needs to be borne home to consumers, is that they can maintain a completely rounded diet on the war time allowance by supplementing meat with other foods which are more plentiful.

The meat allowance is a normal amount. We have good supplies of other foods which supply the nutritive elements provided by meat -- protein, Thiamin, nicacin, iron. In the protein food group we have cheese, milk, eggs, poultry and dry beans.

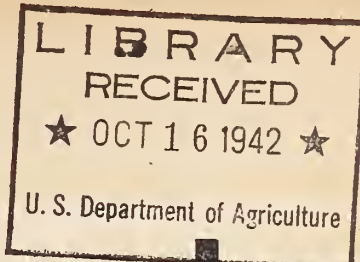
"The Foods Requirements Committee is recommending the plan for sharing the meat as the best way of dividing supplies fairly until coupon rationing can be instituted. It is up to all of us to make the plan work -- to see that some families don't get more than their share while others go hungry" ... Secretary Wickard next explained price controls and why rationing is necessary. "We must head off inflation. Second only to war production, that is our most important job here at home. Runaway inflation would put sand in the gears of our whole war production program. Price controls in every field are our best brakes on head long inflation. At the same time we must look to our food supply. Our own food policy, including the way we handle supplies for consumers is a part of over-all war strategy. There is just one reason why we are sending so much food to Britain. The British can't get along without it. Before the war the United Kingdom produced only about a third of the food it used. Recently the nation has become much more self-sufficient. But the British still have to bring about ^{half} of their food from overseas. Russia, in contrast to Great Britain, normally produced practically all the food she needs. But today the Russians are harder pressed for food than the British are. They have lost great food-producing areas. We owe an immeasurable debt to Russia for her gallant stand against the Nazi war machine. One of Russia's great needs now is food. The shipping lanes to Russia must be kept open. We must redouble our efforts to get enough food to Russia and Britain and our other allies. A record-breaking production of food has been our salvation this year. For the present we have enough

to supply our armed forces, and help feed our allies, and keep the stores filled with plenty of food for people here at home. All the same, there is no reason for feeling complacent. The people who still take our food supply for granted, and grumble at the idea of even the mildest kind of limitations are living in a dream world.

"It may be necessary to revise some of our ideas about the supplies of food that will be available to American consumers in the next few months, including the foods of which we appear to have comfortable large domestic supplies. We must begin at once to hold back. The time to conserve food is while you still have something to conserve. Food can be one of our strongest weapons. We must use it to the full limit of its effectiveness to hasten victory and help build the basis of a fair and lasting peace.

"In conclusion, urge homemakers to consider exact words of Foods Requirements Committee: "We urge that in fairness to their fellow citizens Americans of normal meat eating habits hold their consumption to $2\frac{1}{2}$ pounds per person per week. If each of us with middle or high incomes tries to get all the meat he wants, some of us who are in war work or for other reasons can't get to the meat counters early in the day will have to go without. That is not fair." Foods Requirements Committee has asked for voluntary rationing of meat until program goes into effect. Here are common questions homemakers are asking: Should meat we get in restaurants be included in $2\frac{1}{2}$ pound voluntary allowances? The answer is "yes". Another -- Does a household share the allowance of non-meat eaters, children or invalids who do not eat $2\frac{1}{2}$ pounds? "No -- $2\frac{1}{2}$ pounds ration is for meat eaters who normally use this amount or more."

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Radio Roundup

on food...

A Service
For Radio Station Directors of Womens' Programs

Washington, D. C.
Oct. 9, 1942 --- No.19

WHAT ABOUT PRICE CONTROL?

CURRENTLY SPEAKING ---

Big news in Washington this week centered around the President's Executive Order providing control for wages, prices, and rent. Following President's announcement that "This Government is determined to use all of its powers to prevent any avoidable rise in the cost of living." OPA price ceilings were extended from about 60% to 90% of all items in family's food budget.

In fact, practically all important food-stuffs other than fresh fruits and vegetables, (except potatoes, dry onions and citrus fruits) fresh fish and peanuts are now under control... Sixty-day emergency price ceilings, freezing each individual handlers prices, food retailers, wholesalers, and processors, at the highest levels between Sept. 28 through Oct. 2, became effective Monday, Oct. 5. Food items controlled are butter, cheese, evaporated and condensed milk, eggs, poultry, flour, dry onions, potatoes, fresh and canned citrus fruits and juices, dry edible beans, cornmeal and mutton. The idea of this temporary 60-day freeze is to give price officials a chance to talk problems over with farmers, processors, wholesalers and retailers before permanent ceilings are set.

(don't d.)

We've given you so much news on meat lately that we're merely calling attention to Secretary Wickard's address at the Annual Meeting of the American Meat Institute in Chicago Oct. 5. "Meat, Weapon of War" -- a very fine summary of meat situation. If you want copies, write USDA. Because Share-the-Meat Campaign has given rise to many consumers' questions, we're enclosing copy of OWI Release with these questions answered. Next week we'll give you story on high protein foods to supplement meats--or see OWI Release 594, Oct. 5.

Apples reappear on USDA front as a nationwide Victory Food Special Oct. 22 through Hallowe'en. Announcement from AMA is being sent you. More on apples next week.

If you live in a rural community affected by farm labor shortage, you may be interested in Secretary Wickard's talk "The Challenge of Underemployment on Farms" given in Peoria, Ill. Oct. 5. Farmers are really hard-pushed and doing a wonderful job to provide food for US, our military forces, and United Nations. This is splendid talk and you may have copies by writing USDA.

Round Up also promises another story next week on our national food situation, crop reports, and production from Bureau of Agricultural Economics experts.

US Department of Agriculture
Agricultural Marketing Administration

WHAT ABOUT PRICE CONTROL? (Cont'd.)

OPA also announced that price adjustments will be necessary with rises on some products involving about 15 percent of a typical grocery store's sale to relieve "squeeze" on food wholesalers and retailers, OPA says price adjustments are to be of three types--one giving wholesalers and retailers an alternative pricing formula on 11 groups of food products; one permitting specific increases on new pack canned fruits and related items, and another covering highly seasonal items, such as apple cider and maple syrup. Other items may also be adjusted when permanent price ceilings are set.

Regulations exempt farmers' sales to first handlers--that is, to packers, processors and wholesalers; also exempt are farmers' sales of produce to consumers provided they don't exceed \$75 a month. In other words, if homemaker buys her eggs, milk, vegetables, direct from farmer and his sales do not run more than \$75 per month, he would not be subject to regulations. (See OWI Release--OPA-887,10-3-42)

For background material, see Round Up, Aug. 21 "BLS and OPA Conduct Food Margin Study." In a release Sept. 13 based on study, US Labor Department says that while cost of living has been going up, (living costs rose .4% from July 15 to Aug. 15) our dollar in World War II has not shrunk as much as in War I--which is attributed to controlled prices. Chief rise has been in uncontrolled food items. Labor Department's BLS says that since the war consumers have more money to spend and less things to spend it on. Automobiles, refrigerators and similar articles are out. So consumers are willing to buy more food than they used to--and with each family buying more, food becomes scarcer, causing prices to rise. Prices on food items not controlled by OPA ceilings have been rising while prices on controlled items have shown little change during recent months--so there's the real reason for additional price controls announced October 3.

LEND-LEASE SHIPMENTS FOR VICTORY

With courageous stand of Russians at Stalingrad--it is indeed cheering news to hear that AMA foodstuffs delivered to United Nations' representatives is increasing. Rolled oats, soya flakes, dry skim milk, and sugar, grown, processed and packaged in US but labeled in strange Russian characters were among millions of pounds of grains and cereals turned over to Russian representatives in August. The largest single item on Lend-Lease foods for delivery to ALL United Nations during that month was pork, canned, cured and frozen--in the amount of 75 1/2 million lbs. Since April 1941, US has sent nearly 1 billion lbs. of pork to allied fronts--and in addition, 600 million pounds of lard. Other foodstuffs delivered during this period totaled almost a billion pounds of fruits and vegetables including one quarter billion pounds of dry beans and more than 100 million pounds of canned tomatoes. Canned parsnips and many dehydrated vegetables--cabbage, onions, spinach and others--and concentrated juices were sent. One of the smaller items--but so precious that it goes to the dock under heavy guard, was vitamin products. In August alone, 155 thousand lbs. of Vitamin A, extracted from fish livers, was delivered to allies. It is to be used to fortify food for allied fighters. Too, it gives that night sight so necessary to successful raiding. Synthetically produced thiamin hydrochloride, the nerve-steadying member of the B Complex totaled almost 6 thousand pounds. Nearly 10 thousand pounds of infection resisting Vitamin C, as well as thousands of pounds of raw materials from which to make Vitamin C, was on the August list of food for the United Nations. Large quantities of canned fish, cheese, dry skim milk and strawberry pulp were other items for delivery to our brave allies. In all the AMA in August laid down at shipside more than 391 million pounds of farm commodities.

A TIME TO GIVE THANKS

- FROM AMA'S NEWS DESK -

In Round Up Sept. 18, we told you about Thanksgiving harvest observances, starting in Tylertown, Miss., Saturday, Oct. 3, when Secretary Wickard made opening address on Farm and Home Hour. Lester Williams, 39-year-old editor of Tylertown Times, conceived idea. American nation as a whole does not realize the tremendous job of farmers in supplying our tables with food. Secretary Wickard brings this message home in his address. Therefore, we are enclosing brief of it which sums up situation for your homemakers. Today when all of Europe is suffering from actual lack of food (See Round Up" Sept. 11--"Let's Not Forget") Americans are indeed fortunate. 1942 Food for Freedom production is greatest all-time US record. As a means of showing appreciation to our farmers USDA suggests that homemakers in every community get behind Community School Lunch and Penny Milk Programs and see that American children get their milk daily and at least one good "square" a day. Our nation's future depends upon this youth who will share the benefits of these community programs. England is so concerned over welfare of her children during these war days that limited supplies of concentrated orange juice, fresh milk and other food essential to health are consigned first to youth and war workers. "What good will it do to win war if the people of next generation start life crippled and disabled by malnutrition?" England asks. Penny Milk and School Lunch Programs offer America a chance to look after her own and will aid farmers in battle of production by opening channels for plentiful farm products. These programs must be sponsored by the community and this year are more dependent than ever on Women's Volunteer organizations for labor and equipment. War services for our men on the military front are important--looking after America's future generation is also a War Service we cannot afford to neglect.

APPLES--OPA has announced regulations for increased prices by processors on 1942 pack of canned apples, applesauce, apple juice, cider and dried apples. Prices are based on first 60 days of 1941 plus increase of raw fruit and other cost increases this season.

COFFEE--OPA this week fixed ceiling prices for green coffee shipped all-rail from interior of Mexico. No change from previous methods of calculating maximum prices for ports of entry other than New York.

FATS AND OILS--Get OWI Release (WPB-1967) Sunday Oct. 4, for latest news on fats and oils campaign. A good story in this to help fats campaign.

FROZEN FOODS--WPB has sent a questionnaire to frozen food packers asking details on individual plant facilities, operations, and products handled--information will be used to fully utilize frozen food equipment during 1943. An infant industry dating back to about 1925, it has expanded rapidly. In 1941 output was approximately 202 million pounds of frozen fruits, 107 million lbs. of vegetables. Amount of meats, poultry, and fish frozen not know but questionnaire expected to furnish answer. Armed forces have been purchasing about 600,000 lbs. of frozen fruits and vegetables a month and will purchase 53 million pounds in 1943 if available. Plans call for about 6 million lbs. of snap beans, 10 million pounds of lima beans, 4 million pounds of sweet corn, 23 million lbs. of peas, and 10 million pounds of spinach.

SUGAR--Call Homemaker's attention to Sugar Stamp No. 8--good until Oct. 31 for 5 lbs. sugar.

FRUITS AND VEGETABLES--BHE and OPA have issued a joint release on the storing, canning and drying of fruits and vegetables at home. PUSH THIS HARD! Home preservation of foods will help relieve civilian demand for commercially canned foods. Our Armed forces and allies' needs are increasing and WPB has limited amounts of canned foods available for civilian use. Write OPA for Release 882 Homemakers may also have free copies by writing their nearest OPA office.

October 7, 1942

OFFICE OF WAR INFORMATION
FOODS REQUIREMENTS COMMITTEE

OWI-610

The Food Requirements Committee today gave the answers to a number of questions which have arisen concerning the civilian Share-the-Meat program now in effect:

Q: Should I hold my use of meat to $2\frac{1}{2}$ pounds of lean meat or to $2\frac{1}{2}$ pounds of cuts, including bone or gristle or fat -- in short, what the butcher passes over the counter?

A: Your weekly share of the meat is $2\frac{1}{2}$ pounds of cuts of beef, veal, pork, lamb and mutton as they are sold to you by the butcher -- meat which comes from the dressed carcasses of cattle, calves, sheep, lambs and swine, either in processed or unprocessed form. In trade terms, the allowance is figured "bone in." For example, $2\frac{1}{2}$ pounds of spare ribs, despite its large content of bone, is a week's allowance of meat for one person. However, remember there is a long list of nutritious meats available in addition to the $2\frac{1}{2}$ pound allotment. These include hearts, livers, kidneys, sweetbreads, brains, pigs' feet. Canned meat, sausage, scrapple, souse and similar products are not subject to quota restrictions but are affected to the extent that the meat used in their manufacture is subject to such restrictions. Lards, rendering fats, raw leaf, casings, offal and oils are not included in the $2\frac{1}{2}$ pound quota.

Q: What other suggestions are there to make up for the restrictions on beef, veal, pork, lamb and mutton?

A: Poultry, one of the most substantial of all meats, is available in larger quantity than usual. Fish, eggs, dairy products and legumes are also excellent alternate sources of proteins not included in the meat sharing allowance.

Q: How about meat eaten when dining out in a restaurant?

A: The consumer should deduct the amount of beef, veal, mutton, lamb and pork eaten in public dining places from his $2\frac{1}{2}$ pound quota just as though he or she had bought it at the butcher shop for eating at the family table.

Q: Can a host or hostess buy sufficient meat of the restricted kind to feed a dinner party?

A: Yes. But the guests should deduct their portions from their weekly $2\frac{1}{2}$ pound quota. In other words, for guests the principle is the same as that in effect when they eat out at restaurants.

Q: Is there a meat allowance for dogs, cats or other pets under the Share-the-Meat program?

A: Not of pork, beef, veal, lamb or mutton. If you insist on feeding pets these meats, you should in fairness subtract them from your own personal allowance for the week. If you give your dog, for example, a pound of these meats, your own personal quota should not exceed $1\frac{1}{2}$ pounds. No allowances for pets were included in calculating the fair weekly share for civilians.

(over)

Q: What is the basic reason for America's Share-the-Meat program?

A: We're lucky right now in having the biggest supply of meat on hand in the history of our country. BUT we're also in the midst of our biggest war. Our total supply today is slightly over 24 billion pounds. Civilians, if they were allowed to buy all the meat they wanted, would take only 21 billion pounds. BUT our Army, Navy and Allies need $6\frac{1}{2}$ billion pounds. That would call for an outlay of $27\frac{1}{2}$ billion pounds, $3\frac{1}{2}$ billion more than we've got. That $3\frac{1}{2}$ billion pounds must come out of the civilian supply. The civilian supply is $17\frac{1}{2}$ billion pounds and a normal one. The situation calls not so much for hardship as for fairness in sharing among ourselves to make more certain the provision of meat needed by our fighting men and Allies.

LIVING UNDER THE AXIS --

You've heard the words of this song -- "Would we leave this Nazi land if we could?" -- But worse to live in Nazi-dominated countries, for in:

Denmark:

All persons over 6 years old are allowed approximately $5\frac{1}{2}$ lbs. of bread a week; or 72 lbs. for last 13 weeks of 1942 -- 52 lbs. of coarse rye and 14. lbs. of sifted rye. Bread has always formed a substantial part of European diet of common people; they are more dependent on it with other foods not available. Danes today have highest bread rations of any country in Europe.

Finland:

Due to fuel shortage, heating of buildings and dwellings has been prohibited in Helsinki until further notice.

Greece:

A typhus epidemic has broken out and French doctors have been sent to aid in checking it.

Hungary:

To safeguard food shipments to Germany, a recent German-Hungarian trade agreement says that any decline in Hungarian food production must be met by reductions in Hungarian food rations.

Norway:

It is reported that for past three months livestock has been sent continuously to Ukraine (probably for Germany army) but no meat whatsoever is available on Norwegian markets.

942
A TIME TO GIVE THANKS — AND LOOK AHEAD

(Excerpts from Secretary Wickard's address given at
Tylertown (Miss.) Thanksgiving Harvest Observance, Oct. 3, 1942)

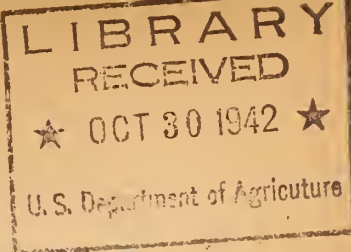
"I would not want to be anywhere else today than in Walthall County. It seems to me that you people here are giving voice to a feeling shared by farmers throughout the country — a feeling whose roots lie deep in our Nation's history. It is an honor and a privilege to have a part in this thanksgiving for the year's rich harvests, and rededication to the work which lies ahead for American farm families. We have had much to be thankful for in the year that is ending. We have great need for faith and courage in the year that will follow. We are thankful for our brave fighting men. We are thankful for brave allies. We owe them a debt we never can fully pay. I am thinking of our men who held out so long on Bataan, the men in the ships and planes in the battles of Midway Island and the Coral Sea, our airmen over Europe, China, and other battle zones. I am thinking of the British, who stood up under terrible Nazi air attacks and won the Battle of Britain two years ago. I am thinking of the Russians, who have borne the full weight of Hitler's power for two summers and who still are fighting gallantly and strongly. I am thinking of the armies and families of China who keep fighting back against the Japanese despite lack of planes and tanks, who have carried whole factories into the back country to continue their struggle. I am thinking of the people of all of the other United Nations who have taken up arms against Axis tyranny and aggression. Our feelings today are much like those of the little group that marked our country's first Thanksgiving Day, 321 years ago. The Pilgrims, fighting to build a better world for themselves and their children, fighting to survive in an unfriendly wilderness, thanked God for the yield of little more than 20 acres. Today we are offering our thanks for the yield of hundreds of millions of acres. We need it just as badly as the Pilgrims needed their first crop. All through our history farmers have known the satisfaction and the hardships of fighting for an ideal. They have waged that fight on the battlefield as well as in their own fields. The struggles to survive in

Colonial times, the Revolution itself, were farmer's wars. Early America was a nation of farmers, fighting for their freedom. Today, as in every other war, farmers are fighting with guns as well as plows. Farm families have their fullshare of sons, fathers, and brothers on the battle line. Those who are left on the farm are waging the battle of food. They are thankful, and the whole Nation is thankful, that their battle has gone so well this year. Farm people have not forgotten that in time of trouble, strength can come from the spirit as well as from material things. This is a time for thoughtful gratitude. I sometimes wonder if the Nation as a whole realizes the full measure of this year's accomplishment in farm production. You know the national record — twice last year's production of peanuts and of soybeans, nearly 700 million dozen more eggs, nearly 4 billion pounds more milk. We have more hogs on farms than ever before — 105 million head, we have more corn than ever before. . . . You know the hours of toil you and your family and your neighbors put into producing Food for Freedom. You know the gaps that were left when the young men went off to war factories, and the way those who were left had to shoulder more of the load. Multiply these hardships and sacrifices by those of all of the other farming areas of the country, and you have the real record of farming in 1942 — the greatest farming story in history. Our country was in danger — in danger of a food shortage that would be upon us now if our farm production had not surpassed all previous records. We would now be trying to fill huge wartime demands from a supply smaller than normal, instead of from the largest supply in our history. That would have been a tragedy. Even with that great supply we have to be careful how we use meat here, so there will be enough for our soldiers and allies. That's true of other products besides meat. I'll mention just one example — the vegetable oil crops. When farmers doubled their production of peanuts and soybeans, and increased other oilseed production, they just about

made up for the billion pounds of imports we lost when the Japanese struck in the Far East. That was a wonderful feat, but we still have to use our oil supply wisely. Wartime requirements are great. If farm production as a whole had been only average last year and this year, we would be suffering widespread food shortages now. We would have been forced into the kind of rationing that springs from scarcity. Instead, the controls we are working out now aim at the fair division and the conservation of adequate supplies. Despite our great harvests, there is need for every pound of food and feed and fiber that farmers produced this year. Lend-Lease shipments alone, from late April 1941 until the first of August this year amounted to more than 6 billion pounds of farm products --great quantities of pork, lard, cheese, dried milk and eggs and other foods. We have increased our shipments recently, and are going to keep on increasing them. The other needs for our foods are increasing too. Our Army and Navy are growing steadily month by month. They are the best fed fighting men in the world, and we are going to supply them with all the food they need to keep them the best fed. We need more food for the people here at home. They are working harder and longer than ever before. Also, we must increase our reserves of food. The war-time requirements for American food will continue to grow larger. Next year we will need a farm production even larger than this year's. I must tell you, though, that I am not at all sure that total production will be even as large. This year of 1942 may stand as a record for a long time. More farmers and farmers' sons will be going into the armed forces and into munitions factories. Hired labor will be harder to get for the same reason. More machinery will wear out, and so will more farm trucks and automobiles. In the face of all these difficulties, can farmers hope to meet next year's production goals? Frankly, I don't know. The difficulties are tremendous. I do know that farmers will try their level best, and that Government must give them all the help it can. I

can't say for certain that even the hard way will enable us to win all the battles on the food front. There are obstacles which we do not yet know how to get around. But we can try, and we will try. The time will come, I am afraid, when the lot of farmers will seem hard -- much harder than it is now. The months ahead will be the true test of farmers' patience and endurance. But none of the sacrifices and hardships will be as great as the sacrifices and hardships of the men at the battlefronts. At this season, we have much to be thankful for -- and much for future courage and endurance. All of the Nation's farmers join with you people of Walthall County in gratitude for the blessings of the past year, for the abundance of the harvest. They join you in the resolve never to let up in the battle of production. The road ahead for farmers is long and difficult, but it is the only road that leads to victory."

1942
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Reserve



Radio Round-up

on food...

A Service --
For Radio Station Directors of Womens' Programs

Washington, D. C.
Oct. 16, 1942 No. 20

OCTOBER BRINGS HALLOWEEN -- AND APPLES!

We told you last week that apples will be a Victory Food Special from Oct.22 through Oct.31. By now you've received VFS announcement but we'll repeat some of highlights. The war has cut off our export market and apples, like all fruits, can be shipped in quantities to our armed forces and our allies only in dried and canned forms--which leaves a large supply of fresh apples for home consumption. Mother Nature has aided in increasing - commercial apple crop from Sept.1 estimate of 126 million bushels to 130 millions--Oct.1 estimate. This is a greater than the average 10-year production. USDA is asking homemakers to buy apples by the bushel or the box to relieve storage facilities. Remind them of the fun of dipping into the apple barrel in the cellar for a nice juicy ripe apple when they were girls--or perhaps that dates back to grandmother's day. Suggest with more stay-at-home evenings since the war, their families can enjoy more stay-at-home games. Bobbing for apples at Halloween is a good sport but try biting them while they're suspended from strings! And for a quiet evening at home, read some of the homespun verses of James Whitcomb Riley while the family munches apples around the fireside and winter winds howl outdoors.

Now, for storing apples--USDA horticulturists tell us a cold, moist place is

US Department of Agriculture
Agricultural Marketing Administration

CURRENTLY SPEAKING --

AMA Administrator Hendrickson's talk "Our National Food Supply" included as a supplement with Radio Round-Up has significant information for your homemakers. Don't overlook it! In reference to kraut (p.4 of talk) AMA already has authorized 44 kraut packing plants in U.S. to put up 10 million gallons of bulk kraut in wooden barrels under AMA's recently announced diversion program to save tin. (See Round-Up Sept.25) Homemakers should soon be seeing plenty of bulk kraut in stores.

You'll want to give homemakers all the information on price control. Note "From AMA's News Desk." Especially emphasize base period for price-control Sept.28 to Oct.2. No prices can be increased on controlled food products by retailers after this date without sanction of OPA.

Did you read "Putting Power into Manpower?" in October Consumers' Guide -- a splendid nutrition story you'll want to quote from. Joe American Wants to Step It Up" also has highlights for your broadcasts.

best for long-time storage. Apples won't keep too long in a warm basement, also, do not let them freeze. Apples can be stored in straw in an outdoor pit, or they can be kept until heavy freezing weather on an outdoor porch or in an

(See "APPLES," p.2)

AMA DELIVERS THE GOODS

Does AMA deliver the goods to United Nations? You can bet this world's largest purchasing agency is sending the commodities to our allies to enable them to carry on the fight. September purchases increased 38 percent over August--\$115 million compared to \$83 million in August. The first large open-market purchase of cotton was made in September and the buying of grains, dairy products, fish, fruit and other commodities showed substantial increases. AMA now goes to market every week to buy 17 key foodstuffs, 11 are bought every two weeks and more than 200 others are bought periodically as required. Dried apples, dried beans, pork, lard, fats, beef, lamb, canned meats, butter, cheese, dried whole milk, dried eggs, canned peas, canned tomatoes, canned Maine sardines, Northeast mackerel and Northwest salmon are on AMA's weekly market list. Every two weeks AMA buys dried peas, tomato paste, evaporated and dry skim milk, concentrated orange juice, fish liver oil, canned fish including herring, and California mackerel and pilchards. Milled rice is bought at 10-day intervals. The total bill for AMA purchases during the past 18 months now amounts to one and three-quarter billions dollars and nearly two-thirds of these commodities have been delivered for shipment to British, Russian and other allied destinations.

"APPLES" (cont'd.)

unheated garage. The garage might be a good place all winter if the inside temperature stays above freezing and it can be kept moist enough to prevent the apples from drying out. We are also reminded by the horticulturists that some varieties of apples store better than others--in the North, Tompkins, King, Northern Spy, Baldwin, and McIntosh--for cooking, Rhode Island Greenings; in the South and West, Winesap, which is best, Jonathan, Rome Beauty, Staymans, Yorks; and for eating,

FARMERS ASKED TO PRODUCE ESSENTIAL WINTER VEGETABLES

Produce vegetables of most nutritive food value so as to aid wartime diets, Secretary Wickard, Chairman of Foods Requirements Committee, urged farmers this week in announcing 1943 goals for winter and early spring vegetables. On a national scale 1943 acreage of winter vegetables will be about same as requested in 1942, but increases ranging from 15 to 30% are asked for on carrots, lima beans, snap beans and onions, Green peas, cabbage, fresh tomatoes, beets and spinach goals are about same as in 1942 levels. USDA pointed out that acreages for such crops as cantaloupes, cucumbers, cauliflower, eggplant, watermelons, bleached celery, lettuce, green peppers, asparagus and artichokes should be shifted to more essential food crops--freeing marketing, transportation, labor, and other facilities for essential production. USDA price support for "essential food crops" is under consideration. Most of these winter vegetables are grown in California, Texas, Florida, South Carolina, North Carolina, Georgia, Arizona, Louisiana, Alabama and Mississippi. National acreage goals for various crops will be broken down to State, county and farm goals according to land available and other factors and increases asked for will not apply uniformly to all States.

In commenting on winter vegetables goals, Secretary Wickard said: "The prices of winter vegetables last season and the returns from them should not be the guide in making plantings that will make the greatest contribution to the war effort. The goals call for reduced acreage of crops that have extensive labor and materials requirements but low nutritional value."

Delicious. If you've saved your Round-Ups see Sept. 11 issue for apple background material.

USDA REPORTS ON U.S. SUPPLIES OF HIGH PROTEIN FOODS

If you didn't get OWI Release 594, dated Oct. 5--again we remind you that AMA says supplies of most high protein foods for next 12 months will equal or exceed supplies available for past 12 months. Exception, if we fill our military and allies' commitments, is a 10% decrease in consumers' supplies of some manufactured dairy products. U.S. consumption of fluid milk, cream and ice cream has increased--absorbing large part of this year's expanded milk production so that total output available for manufactured dairy products shows little change from a year ago.

Actual production of eggs has greatly expanded but war needs have required most of this year's expanded production. Rising incomes of U.S. civilians may result in increased demands, which might exceed the civilian supply.

To supplement protein supplies available, Secretary Wickard has asked poultry producers to raise 200 million extra chickens this fall and winter. Supplies of dry edible beans and dry peas, the two most important legume sources of protein, will exceed last year's supplies and will be fully adequate for civilian needs, despite increased quantities needed for military and allies. This year's supply of dry beans is estimated at 2,400 million lbs. compared to 1,788 million lbs. in 1941. Civilians will get about 1,700 million lbs. this year, substantially more than in 1941. Homemakers formerly banked on canned beans--this year it will be necessary to cook baked beans at home, as well as bean soup, chile with beans, and so on. A large part of the nation's proteins come from grain and USDA says we now have a two years' supply of wheat on hand--and 300 million more bushels than last year. Our total stocks of wheat exceed 1 1/2 billion bushels. Normally we consume about 750 million bushels a year. Civilian supply of fish will be about two billion lbs. which is about equal to 5-year average for 1935-39, but a 10 to 15% reduction from last year. Certain species com-

monly canned are needed for war requirements but on the other hand other species, unfamiliarly to homemakers perhaps, will be marketed fresh, frozen, and canned. These species include such fresh-water fish as carp, burbot, smelt, buffalo fish and sheepshead, and such salt fish as whiting, kind, skates, mussels, silver herring, alewives, monkfish, sea herring and mullet. But in looking at any food supply today--one should consider that we cannot accurately gauge supplies to the changing demands of war times. Of interest in this connection was news from Office of Fishery Coordination that a million cases of canned large Maine sea herring from 1943 pack is hoped for. AMA, Fish and Wildlife Service and Maine fish industry have conducted experiments on this product. Peior methods for preservation of this fish have been unsatisfactory but 100,000 cases packed by mid-September for export trade have proved satisfactory. Smaller members of this fish are canned as Maine sardines. It is estimated this pack will add 30 million pounds of protein food to supplement nation's wartime meat diet.

OCTOBER CROP REPORT INDICATES BIG YIELDS

October crop report indicates that outstandingly heavy crop yields which have been in prospect for several months are now in sight--but not yet "in the bag." As the harvest progresses under difficulties, farmers are showing less assurance that the tremendous job of harvesting can be completed in season. A wet fall or an early winter would probably catch a big volume of crops still in the fields but there is no longer any doubt of bountiful crops grown. Record crops are indicated for corn, barley, all grain, all hay, beans and peas, oilseeds, sugar crops, commercial vegetables for market, vegetables for canning and processing, and probably fruits.

FROM AMA'S NEWS DESK --

Of primary interest to U.S. homemakers was OPA's announcement this week advising that they make a list of prices paid from Sept. 28 through Oct. 2 (base period for price control and important for homemakers to remember) for poultry, dairy products and other important foods which came under price control Oct. 5. Then to check the prices now being charged and make sure they are no higher than the ceilings. We gave you Price Control story last week. OPA says most of the responsibility for keeping prices down rests with women of the family. Homemakers are advised not to check price alone but watch quality and quantity as well. Most foods have grades and standards "US Choice Beef" Grade "A" eggs--and so forth. Round-Up is preparing a special story for you on Standards, Grades and Packaging. When homemaker's list is complete she should take it to market, watch prices, and refuse to pay higher than ceiling prices--but remember every store has its own ceiling prices (based on 5-day period) which ended midnight Oct. 2. Higher prices on any controlled foods require further action by OPA (after Oct. 5) But homemaker, can still shop around for bargains as she did in the past. Advise homemaker to check prices carefully and make certain of over-charges. She should first talk matter over with storekeeper. Next step is to report overcharges to local War Price and Rationing Board. Consumers have the right to sue in a local court for three times the amount of an overcharge--or \$50, whichever is higher, plus attorney's fees and court costs. OPA says thrifty buying is not only good household management--it's a wartime job now.

Many changes in price adjustments were announced during week--ceilings were being computed; retailers, wholesalers and processors were asking for adjustments. Of major importance was OPA's new alternative pricing formula on 11 broad groups of foods. For sometime under consideration these new regulations will enable food stores and wholesalers severely squeezed under March price ceilings to restock hundreds of individual items.

About 15% of all foodstuffs purchased in U.S. food stores, or \$2 billion of the nation's annual \$13 billion food bill is affected by these new rulings.

Food groups affected are: breakfast, cereals, canned fish, cooking and salad oils, sugar, canned vegetables, coffee, rice, hydrogenated shortenings, other shortening, dried fruits and lard. Virtually every food item falling within these groups, regardless of size, container or anything else, is subject to new adjusted mark-up method. Adjustment period runs from Oct. 15 to Dec. 31, 1942. To homemakers these new regulations will mean slightly higher prices (a cent or two for most part) on foodstuffs severely squeezed under March ceilings and the reappearance on the shelves of many stores of a large number of brands and products that have been scant in supply or missing entirely since March.

News on other foods was: FATS AND OILS: Fish and Wildlife Service has asked hunters to save fats from deer and elk. It is estimated 5 1/2 million lbs. of fat could be saved and converted to war uses if big game hunters cooperate.

FLOUR: Ceiling prices for flour made from wheat, corn, rye and also for cornmeal, hominy and hominy grits were adjusted upward--probably allowing a 10 to 15% increase. OPA says adjustment was necessary for millers to continue operations.

LAMB: Temporary ceilings on lamb (to have expired Oct. 8) will continue indefinitely. A specific dollar and cents price ceiling is in process of completion OPA tells us.

GRAPEFRUIT: To enable retailers to calculate prices to consumers, formula for ceiling prices was announced. Order is also designed to broaden distribution according to OPA. During base price control period California grapefruit was sold on scattered markets while no Florida or Texas grapefruit appeared.

SPICES: No change to consumers in prices but ceilings on 33 out of 45 spices have been reduced from 1 to 50 cents per pound below March levels. Action was taken to reduce confusion and speculation in spice trade.

OUR NATIONAL FOOD SUPPLY

AMA Administrator Roy P. Hendrickson's talk before New York Times Forum Monday Oct. 13 was directed straight to homemakers. You'll want to quote excerpts from this speech, so we've given you the meat:

"Nobody is more anxious to see this war won than the 32 million housewives who constitute biggest buying group in the country. Here are mothers and wives of men operating the ships, planes and guns, the women behind the men who will do the real job of winning the war. But if they are to do their part intelligently, they must know the real facts. What are the war demands for food? What is our ability to supply these? What can housewives do to help keep demand and supply most nearly in balance? No one can deny the significance of food to men who wage a war. More tragic than any generality are six burning words from Bataan: 'Lack of food proved our undoing.'The right of way must be given to the food for our fighting men. They must have all they want, where they want it, when they want it. That is the demand of first importance on our war food supply. There are two others. Food for our allies. Food for the people at home. The total quantities of food required for the United States Army and Navy cannot be disclosed for that would be information helpful to an enemy always on the hunt for a clue to our growing strength. But I can tell you that it amounts to nearly a ton of food a year for every soldier, sailor and marine. Twice as much meat and dairy products as each man ate in civilian life. Energy foods and vitamins, for the best-fed fighting men in the world. And remember, our armed forces are expanding mightily. That means more and more food.

"Right now American food is in the thick of the fight in Russia and Egypt. It is feeding British soldiers in India and Malta and Gibraltar. It is feeding fighting French and fighting Poles and fighting Yugoslavs. It is keeping the munition factories of England at work, and building morale and strength wherever freedom still reigns. In first quarter of this year, the AMA, which buys the United

States food sent to our allies, was buying at rate of three million dollars' worth a day. We are now buying at the rate of five million dollars' worth a day. So far, we have delivered at the docks, for our allies, more than a billion pounds of meat and another billion pounds of dairy and egg products. These together with hundreds of other items from dried fruits to vitamin concentrates. All over the world are hungry men and women — yes, starving men and women and children — awaiting the time when they, too, can stand up and fight the common enemy. And as we liberate them we must feed them, make them strong enough to work and fight by our side. Here at home we have another growing demand on our food supply. More of us have jobs. More of us are working harder, longer hours, producing the goods of war. These are the demands. Now, let's look at the supply. Last year farmers set new production records, and this year they pushed them still higher. They have increased their flocks and their herds, their acreages and the productiveness of every hen and cow and field. These are figures of plenty. In other times, they would have spelled out a terrific and troublesome surplus problem. But this word has been all but dropped from our thinking. Even the word abundance every day takes on a more relative meaning as greater quantities of food set out to do the grim work of war. In the coming year, we are going to ask farmers to reach even higher production goals than this year. But we must face the fact that agricultural production is likely to decrease rather than increase. Farmers are working against increasing odds. Young farmers and sons from farm homes are going to war. Farm machinery is deteriorating, and now is rationed. Always there is the unpredictability of the weather. For several years, it has been generally good. Who can say when it will turn? The Department of Agriculture must know, as near as it is possible to know in a world at war with all its sudden and unforeseen changes, what the demands on the food supply are going to be. We must have confidential estimates from the Army and Navy and from our allies for a long period ahead.

We must try to gauge what the needs here at home will be. We who are dealing with food must worry about weather and yields and all the uncertainties that go to make farming so different from production-line industry. Exact predictions are foolhardy. We know that demands are increasing and that supplies are almost inevitably diminishing. Already we have some shortages. We are going to have more. That being so, it becomes more important that our fighting men get the foods they need, that our allies are enabled to maintain their strength for the fight. The food supply must be so managed that shortages do not impair the war effort. And here is where the housewife comes in. She may not think that her small order, when she goes to market, can have much effect on the overall supply. There are 32 million housewives placing orders--when you multiply one order by 32 million you get a decisive figure. The housewife's order, times 32 million, can spell the difference between use and waste, between abundance and shortage, or between shortage and utter scarcity. That is why we are asking housewives to watch for the Victory Food Special emblem, designed to point out foods that need to be given heavy use at a particular time to prevent waste, take the pressure off scarcer foods, or to keep production up. We are aware that in some sections prices on some of the perishable commodities designated as Victory Food Specials have seemed high. To some extent this may have been the result of a variation in the times when the commodity hit abundance peaks in various areas. We are attempting to correct that by more localized timing. On the other hand, prices cannot be compared with those of other more normal years. Price is not the real consideration in this program. It is a program of food management. What we buy and eat today will help to determine how much we have to eat tomorrow, and what will be available to send to our fighting men and our allies. More and more, as this war goes on, the housewife will be asked to use some foods rather than others. She will be asked to use new foods. By-products, perhaps of farm products processed for other war needs. This year

farmers have almost doubled their acreage of soybeans in order to produce the oil we need to replace oils formerly imported. They have more than doubled their peanut acreage for the same purpose. After the oil is pressed out of those soybeans and peanuts, a highly nutritive residue is left -- a protein meal that rivals meat in food value. We are using only a negligible percentage of this food for human consumption. We are working now on a program which we hope will make it possible for much more of this food to be processed for use in food plants and perhaps in your own kitchens. The Bureau of Home Economics is experimenting, working out satisfactory uses and recipes. Packers and other food processors are seeking the best way to combine this food with their normal products. We hope before long to be able to say to housewives: 'Here is a victory food. Using it will help us win the war. It will lighten the demand on meat and other foods needed for war purposes; it will encourage continued high production of soybeans and peanuts we need for oil.' The housewife will be asked to buy some foods in bulk which she formerly bought in more convenient cans. Sauerkraut, for instance, because there is no tin available this year. To let this food go to waste would be criminal. The more food homemakers can buy in bulk, the more cans of the same and other foods will be available to send to the boys who are doing the fighting job.

"We are bound to have rationing of many foods as the war goes on. If we were going along on that $2\frac{1}{2}$ lbs. of red meat ^{a week} that each of us averaged eating for the past ten years, there would be no need of meat rationing. But because we are working harder, making more money, we have been eating red meat at a much heavier rate. If we didn't start to share the meat now, we would be running into months next summer when there just wouldn't be any. Perhaps some of us will get along on a little less red meat, others will have more. The job of managing the whole food supply is just like the one every good home manager faces. In a family, every member gets his fair share. So it must be in the Nation. I pointed out that we must be prepared

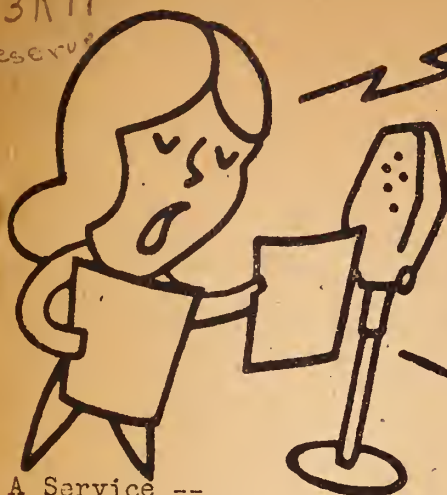
to feed the hunger-weakened men and women of many countries who are eager to rise up against Hitler and Hiraohito. But what of those right here in America who are the last reservoir of our strength? What of the group — estimated as high as 25 percent of our population — who won't be able to buy their full ration because their incomes won't stretch that far? We are going to need them in this total war effort. Shouldn't we see that they get the share which will make them strong enough to work and fight to their fullest capacity. England faced this problem early in the war — not as a matter of social welfare, but as a matter of cold, war necessity. Today many of her people are eating better than they ever ate before and working harder as a result. England has accomplished this by putting a huge subsidy on food, so that the cost to everybody may be kept down to a level at which even the poorest may be able to buy their share. As a food importing nation — England's problem is different. If we did the same thing, it would cost us just about a billion and a half dollars.

"There is another way we might well consider. In the days of large and frightening surpluses the Food Stamp Program was set up to encourage the use of foods of greatest abundance, and to add to the nutrition of families which could not otherwise afford enough of these foods. At its peak as many as 3,925,000 people were given assistance. The number of recipients has now been cut to 2,400,000. Roughly these are: dependent children, the aged, the blind, the crippled, the ill, who are unable to fend for themselves. (He then explains how the Stamp Program works. — Needy families or individuals can buy orange stamps, good for face value for any foodstuffs. With orange stamps they receive free blue stamps, usually worth 50 cents to a dollar which can be used only to buy designated plentiful foods.) Hendrickson then suggests that some rationed foods might be put on stamp list "not because they need to be moved from the farm or market place, but to put them within reach of low income people. This would be extending the sharing principle,

making it possible for low income groups to build themselves up nutritionally to a point where they could be of maximum value to war effort. Then they would not only be allowed to buy their share; they would also be able to buy their share.

"To some minds there seems to be a paradox in the continuation of public feeding programs at a time of shortages. Suppose we run into milk shortages — as we very well may in some parts of the country. Shall we then cut out the School Milk Program. Think of it this way: If you were running short of milk for your family, would you cut off the supply of your children, who need it most? The children must have milk. All of you, I am sure, know something about the School Lunch Program in which AMA has been cooperating. During the last school year nearly a fifth of all children enrolled in our schools received nourishing mid-day foods — five million children. I hope that sponsoring groups — Parent-Teachers Associations, Mothers' Clubs and civic organizations who contribute not only cash and labor but food to supplement that supplied by the AMA will make the achievement of this goal possible. The School Lunch Program was primarily a 'surplus disposal' program in its origin and is still used to move farm commodities in local or seasonal abundance. Surplus, or no surplus, the strength of a nation depends on the health and strength of its people. If there had been such programs 20 years ago, perhaps today we wouldn't be engaged in this war. I do know that we would be in a stronger position. A vast reservoir of manpower which today lacks strength, would be ours to tap. These are things, which we must think about as we move into a new era of sharing the food. First of all, we must think of getting food to the men who are fighting the war. This is not time to pout because we can't indulge in prime cuts or butter-rich dishes — this is no time for putting private interests, either as individuals or as groups, above the interest of America at war. We are all in it together. You and I, who have just eaten well. Our neighbors, rich and poor. Our sons and brothers in the fighting forces. Our fighting allies. And the hungry, the enchained, the fettered, who look toward the dawn of a new freedom. No food must waste, either in the field or in the home. We must produce and we must also manage. Let us remember that message from Bataan: 'Lack of food proved our undoing.' If those simple words could be posted in every market-place and every kitchen, we would not have to worry much about our food supply."

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Radio Round-up

on food...

A Service --
For Radio Station Directors of Women's Program

Washington, D. C.
Oct. 23, 1942 No. 21

THE WAR JOB OF USDA

A recent issue of "USDA" (Department house organ) explained some of the war functions of this Department. Food becomes increasingly important to consumers as war requirements grow, so perhaps your homemakers would like to hear about USDA's wartime job: In this war, the total food supply of United Nations has to be regarded as one great stockpile, to be used as the common needs dictate. The first step in setting the goals for American farm production is to see what needs of the United Nations must be supplied by the United States. This survey is under way now by the Combined Food Board of the United States and the United Kingdom--Secretary Wickard represents U.S. and Mr. R.H. Brand of British Food Mission the United Kingdom. Both report their calculations on world needs for U.S. products to WPB Foods Requirements Committee, of which Secretary Wickard is Chairman. WPB then reports to the Department total needs of various crops and livestock. Bureau of Agricultural Economics estimates how much of what can be produced where. Department then establishes goals for production in each farming line and also sets up a schedule of aids to help achieve this production. (AMA's food programs -- Food Stamp Program, Community School Lunch and School Milk Programs and purchases for United Kingdoms and Red Cross

(Cont.2)

CURRENTLY SPEAKING

ROUND-UP has tried to be your ears and eyes in Washington on National Food picture--if we know it and feel the story is of any importance to you, we've tried to tell you first! For the past two months meat has been of prime interest. We've kept you up to the minute on "Share the Meat Program." Oct. 2 ROUND-UP told you of "Blue Book" being issued by Food Requirements Committee. Part of this material is being made available in separate releases to the press but here is a piece we prepared exclusively for you as a supplement to ROUND-UP.

HANG ON TO IT--You will find use for this for a long time to come. And have you seen WPB release of Oct. 20, on voluntary "Share the Meat Program," for public eating houses? (See WPB Release 2029) American Hotel Association and National Restaurant Association are co-operating.

Remember the heads, tails, feet, hearts, kidneys, and livers, which may be combined with many sauerkraut dishes, don't count on the 2-1/2 lbs. meat ration. We've been telling you recently about buying bulk sauerkraut. Have you asked your homemakers to try local markets?

At present time AMA is asking you to tell consumers about sugar-saving ways to use cranberries. This year's crop--now reaching peak of harvest--is expected

(Cont.2)

US Department of Agriculture
Agricultural Marketing Administration

Currently Speaking (Cont.)

to be the third largest on record. Long appreciated as a holiday dish, they're almost synonymous with Thanksgiving and Christmas, and as truly American as turkey. In fact, the New England Indians first introduced them to our Pilgrim fathers. For more material and recipes on cranberries, write USDA.

And for sweet potatoes--we'll give you a special story on these, but AMA says don't overlook sweet potatoes as a nutritious and very tasty food--quantities are plentiful!

The War Job of USDA (Cont.)

consideration in doing this.) USDA War State and County Boards cooperate with Department in making a closely knit unit of war workers. Farmer AAA committeemen elected by their neighbors, carry the story of the goals to each farmer in the country and ask his cooperation in Food For Freedom campaign. Then comes the long slow pull of meeting war goals on 6 million farms. For financing, the farmer may draw on the Farm Credit Administration or Farm Security Administration for aid. The Extension Service is at hand to supply technical knowledge. Extension's 800,000 volunteer neighborhood leaders stand ready to help by giving information on whole war program and its relation to war. The farmer may also call on Soil Conservation Service for technical advice on soil problems. Aid in putting electricity to work for the Food For Freedom job comes from Rural Electrification Administration to more than a million members of REA co-ops.

As the need arises, now services are added, administered through War Boards and often in cooperation with other agencies of Government outside USDA. War Boards have aided in carrying important war messages of USDA and other agencies to farmers--they have done a vital job on scrap salvage campaign. Arrangements for pooling of truck transportation are being made through War Boards.

Commodity Credit Corporation has aided in providing peanut pickers, seed peanuts and seed soybeans to expand production needed for war programs. Farm Security has carried on programs to secure badly needed farm labor. Now the crops are being harvested and labor problem is becoming even more serious. When the crops are ready for market, AMA provides a great variety of marketing helps--market news service, grading and standardization, regulation of the public markets and practices of operators in the trades. AMA in wartime is also providing help by establishing markets for new crops where there were none before. For example, the egg-marketing program in Southeastern States has provided an assured commercial outlet due to expanded war needs. AMA's big wartime job is buying foods for our allies--a business which runs up to 5 million dollars a day. It requires making arrangements for the establishment of new processing plants to turn out the kinds of food needed in wartime. It also involves grading and inspection on a vast scale. Inspection of meat products, more important than in wartime, is done by Bureau of Animal Industry. USDA also informs homemakers--the quartermasters of the home-front--on what they should serve their families to fit wartime necessities of the nation. Bureau of Home Economics and Extension Service inform homemakers on how to prepare foods, on home preserving of home-grown foods, on conservation of household equipment made of scarce materials and on many problems concerned with wartime household management. These are just some of the many wartime services of USDA.

* * * * *

Of every pound of meat being produced in U.S. about 12 ounces will go to our civilians, remaining four ounces will be distributed among our fighting men and allies, armed forces and civilians.

Our 2-1/2 lbs. of meat per week for each of us - voluntary rations - is six ounces less than combined weekly allowance per person of the United Kingdom, Germany, Belgium and Italy.

HERE AND THERE WITH AMA

Secretary Wickard, speaking as Chairman of the Food Requirement Committee, has asked farmers to try to increase 1943 spring pig crop by 10% or better. Last spring they broke all records with 105 million head, nearly 24% larger than 1941 crop. Military requirements and allies' needs are expected to be about a billion pounds more for 1943 than 1942. "It just doesn't seem that we will be able to fill the demand for pork and lard for a long time," Secretary Wickard said. Farmers were also asked to market their pigs 10 lbs. heavier in 1943 than they are this year to help fill meat demands. Estimate is 15.4 billion lbs. of pork to be marketed in 1943 if this plan carries, compared to slightly over 11 billion lbs. this year. Civilians may have to depend more on pork for proteins and fat in diets.

Bureau of Agricultural Economics says food production record for 1942 is 10% more than in 1941. Production of grains, legumes, fruits, vegetables, and other principal food crops is expected to be 11% above last year, and production of livestock about 10% more. Greatest increase will come from truck crops, sugar crops, meat animals and poultry. Production of feed crops will be enough to feed the livestock on farms and will leave large carryovers for 1943. 1942 production is sufficient to take care of large military and allies' needs, and as a whole, consumers' supply will be larger than average (1935-39) on a per capita basis. However, recent shortage in certain food items may be expected to continue. Transportation and distribution problems will be responsible for some shortages but chief cause is increased purchasing power giving consumers means to buy more food than is available. 1943 food supply is also expected to exceed that of previous years but growing war needs may limit civilian supply to less than in 1941 or 1942. With price controls and further increased purchasing power, the demand for most foods in 1943 is likely to exceed the supply.

Last week a two-day conference between representatives of Nation's poultry and egg industry and AMA officials on standards and grades took place. Purpose of meeting was to develop grades and standards for poultry and eggs which can be put in general use and on which permanent OPA price ceilings could be based. Temporary ceilings placed in effect Oct. 3 will be replaced within 60 days by permanent ceilings. Committees were appointed to continue development of plans.

September American Egg & Poultry Review carried story on expansion of dried egg industry. Additional plants are expected to bring production up to 425 million lbs. per year. Compared with 1941 spring production of 50 million lbs., this would be an increase of more than 800 percent.

ON THE APPLE FRONT

We're in the last week of the Apple Victory Food Special and it's important to keep on giving eating fresh apples a boost—it's important, too, to urge storing apples for the winter—but it's also important to urge that apples not be allowed to go to waste. Recent rains in the Northeast and frosts have caused many apples to drop. Although not of first quality, these apples should be saved by canning or drying. A few extra jars of apple sauce will come in handy during the winter. And for dried apples—it isn't necessary to dry them in the old-fashioned way when they turned out hard and brown in color. Sulfuring apples helps to preserve their natural flavor and color and their Vitamin C, as well. USDA's Bureau of Home Economics recently issued a leaflet to help homemakers with drying fruits and vegetables. It's entitled "Drying Foods for Victory Meals." Homemakers may have copies by writing USDA, Washington, D.C. And for using fresh apples in many meals—apples with meat, apples with vegetables, apples in salad, apples in pastry, apples in cake and candy, and apples in desserts, we're enclosing your copy of "Apple Recipes." Your listeners can obtain copies by writing USDA.

FROM AMA'S NEWS DESK

PRICE CONTROL: Of prime interest on the news front in Washington was OPA's creation last week of a Food Price Division, charged with formulation, initiation and administration of food price regulations. A.C. Hoffman, formerly Price Executive of the Food and Food Products Branch, was named Director. Prior to his OPA service Mr. Hoffman was Principal Economist in USDA's Bureau of Agricultural Economics. Food Price Division's duties will also include price research and analysis, examination and evaluation of complaints and proposals relative to such food commodities, and other functions. This Division will have six branches: 1. Economic Analysis, 2. Administrative Services, and four commodity branches: 1. Grocery Products, including canned and frozen fruits and vegetables, fresh and dried fruits and vegetables, packaged specialties, imported foods, and beverage products, 2. Meats, Fish, Fats and Oils branch, 3. Sugar, Tobacco and Dairy products, and 4. Cereals, Feeds, and Agricultural Chemicals Branch.

OPA also announced that only wholesalers who customarily distribute food products for resale by independent retail outlets, or to commercial, industrial, or institutional users, are permitted to determine their maximum prices under new wholesale adjustment regulation - purpose is to exclude food brokers, who possibly might purchase goods and sell them to wholesalers or retailers. OPA this week has warned manufacturers, producers and wholesalers against suggesting retail prices in any manner, even under a State Fair Trade Contract, without putting the retailer on clear notice that the suggested or Fair Trade prices may be charged only if they do not exceed the retailer's ceiling price as determined under OPA regulations. (See OPA release 962, Oct. 20)

COFFEE: Supply picture definitely looks darker with WPB announcement that coffee roasters and wholesalers, jobbers and other wholesale receivers may make or accept delivery of only one-fifth of their quotas for November and following months 10 days in advance. Prior to this they were permitted to anticipate any part or all of their monthly quotas 10 days in advance.

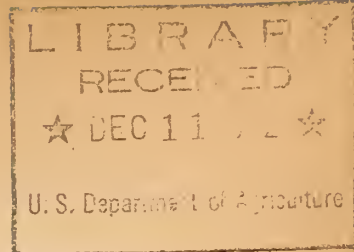
FLOUR: OPA announced today completion of a program to prevent increases in the prices of bread and flour to U.S. consumers. Wheat will be made available to millers at approximate price levels from Sept. 28 to Oct. 2. Bread prices have been fixed at March levels since last May.

MEAT: Of major interest was OPA's announcement Thursday, Oct. 22, that retail prices of pork will be effectively controlled by dollars-and-cents wholesale ceiling prices on all common cuts and types. (See OPA Release-990, Oct. 22). New order expects to make distribution more equitable in all parts of country and to relieve severe pressure for higher retail prices. Prices are set at packer and wholesale levels and by zones. Central zone, the area of greatest concentration of hog production and interior slaughter, includes Iowa and nearby portions of Wisconsin, Minnesota, South Dakota, Nebraska, Kansas, Missouri and Illinois; second zone is Chicago; and, third zone includes all areas outside of central and Chicago zone. Prices in Central zone will be slightly lower than in Chicago, and prices in third zone slightly higher than in Chicago, taking into account freight and other differentials.

PRUNES AND RAISINS: WPB this week released 20 to 40 percent of various varieties of dried prunes and 40 to 100 percent of raisins for civilian consumption. On August 10 entire 1942 production and carry-over from 1941 crop were frozen until armed forces and allies needs could be filled. OPA also fixed specific dollars-and-cents price ceilings for growers on dried prunes and raisins this week.

SUGAR: Remind homemakers that War Rationing sugar stamp No. 8, good for 5 lbs. expires midnight Oct. 31. They won't want to miss this! No. 9, good between Nov. 1 and Dec. 15 provides for only 3 lbs. OPA announced changes in sugar delivery zones this week to be served by primary distributors in Savannah, Georgia, and Louisiana to effect distribution of sugar from incoming cane harvest in Louisiana and Florida.

Supplement to RADIO ROUND-UP ON FOOD
October 23, 1942 -- Issued by the
Agricultural Marketing Administration
U. S. Department of Agriculture



MEAT IN WAR DIETS

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The Foods Requirements Committee has recommended that the Government, the meat industry, and consumers in cooperation undertake a voluntary Share the Meat Program. It fixed the fair share for adults and adolescents of normal meat eating habits at $2\frac{1}{2}$ pounds per person per week.

Some families do not have enough income to buy $2\frac{1}{2}$ pounds of meat per person per week. In 1936 a national survey found that families with incomes of less than \$500 per year averaged $1\frac{1}{2}$ pounds of meat per person per week, while families with incomes of \$5,000 or more per year averaged 5 pounds per person per week. No one expects families who are now consuming below the sharing level to cut their consumption. However, with good supplies of alternate foods available for adequate nutrition, it is not necessary for every person to consume $2\frac{1}{2}$ pounds of beef, veal, lamb, mutton and pork per week. But in order to manage our wartime meat supply fairly, no one should consume more than $2\frac{1}{2}$ pounds per week.

Uniform meatless days in every home are not called for. A program of this kind runs the risk either of cutting consumption where it should not be cut, or of failing to cut consumption anywhere, since it might be applied as a symbolic act -- with no actual reduction by the majority of families. Meatless day programs were asked for in World War I and per capita meat consumption went up -- not down.

Babies or old people or invalids or vegetarians, who do not normally consume $2\frac{1}{2}$ pounds of meat, should not be counted in determining the family's share.

Individuals, whether they eat in public eating places or at home, or in both places, are asked not to eat more than $2\frac{1}{2}$ pounds of meat during the entire week.

ALL are to share the meat -- city people, farmers who slaughter their own meat and villagers who maintain freezer lockers.

Dogs, cats and pets are not counted. Anyone who insists on feeding beef, veal, lamb, mutton or pork to pets should take it from his own allowance.

Briefly, the Government asks ALL CITIZENS to divide fairly our national supply of meat -- pork, beef, veal, lamb and mutton, after the needs of our fighting men and allies are supplied.

The sharing allowance includes only the retail cuts, sausage, and canned meats made from pork, beef, veal, lamb and mutton carcasses. It is calculated "bone in." A pound of spare ribs is the same on your allowance as a pound of round steak. It does not include the variety meats -- hearts, kidneys, livers, sweetbreads, or the meats made from the heads, the tails, the feet.

The order does not apply, either, to such products as scrapple, souse made from carcass trimmings and other materials. The output of these items for civilian trade will be limited, however, as the trimmings available for making them are limited.

The sharing allowance includes all meat eaten whether at the family table, at someone else's table as a guest, or at some public eating place. In calculating the allowance for the family, the housewife should allow each week not meat for infants up to 6 months of age; no more than $\frac{3}{4}$ pound of the included meats for each other child under 6; $1\frac{1}{2}$ pounds for each child between 6 and 12; whatever up to the sharing allowance the attending physician prescribed or his appetite demands for each invalid or ill person, vegetarian, old person, or light meat eater in the household; $2\frac{1}{2}$ pounds for each person over 12 years of age, and of normal meat eating habits.

For housewives the problem is one for individual solution. Some families may prefer a meatless day; others, meatless meals, still others reduced portions served at several or all the meals of the week; or combinations of these methods.

For families and individuals who have been accustomed to more than $2\frac{1}{2}$ pounds of meat per person per week in the diet, reducing the meat to the allowance involves

some problems of nutrition. An educational program on alternative foods to replace the meat omitted from the menus of heavy meat eating families and diners-out is needed. The basic facts supplied by the Bureau of Home Economics are as follows:

1. Meat supplies five important nutritive elements -- protein, iron, thiamin (vitamin B₁), niacin (the so-called anti-pellagra vitamin) and riboflavin.

2. So far as protein goes, it is easy to supplement meat with alternative foods. It simply means using more poultry, milk, cheese (all kinds) eggs, fish, and legumes -- dried peas and beans, lentils, soybeans -- in the family's meals.

3. But it is nutritionally dangerous to think of meat solely as a protein food and choose alternative foods solely for protein content. As stated above, meat supplies other essential dietary values. Hence, if meat consumption is substantially reduced, it means increased emphasis on other foods in the diet besides the alternative protein foods. Very important in this respect are whole grain products (bread, flour, and cereals), enriched white bread and flour and restored cereal. All these products supply substantial quantities of thiamin, niacin, and iron. Dark green leafy vegetables, potatoes, legumes -- dried peas and beans, lentils, and soybeans -- should be stressed also as they contain the nutritive elements reduced by eliminating part of the meat from the diet.

4. From the standpoint of flavor the important thing to stress is spreading the taste of the meat. Mix some meat and meat juice with other things, to make the flavor go farther. Use meat more often in the form of stews, hash, meatloaf, soup, etc., which give meat flavor to meals without requiring the use of large amounts of meat.

A. PROTEIN: Meat is usually considered one of the outstanding sources of protein in the American diet. But the relative importance of a food as a source of any nutrient depends both upon its chemical composition and upon the quantities in which it is eaten. Of the total amount of protein furnished by our 1940 food supply it has been estimated that 27 percent of the protein came from meat, fish and poultry, 21 percent from milk, and 29 percent from grain products.

There is a good physiological reason for the use of some meat as a source of protein; meat provides an assortment of amino acids (the "building blocks" of protein) that is economically used by the body and that effectively supplements those found in foods of plant origin. However, it is relatively easy to replace or supplement meat as a source of good quality protein; eggs and milk (fluid, dry, evaporated, whole, skim, or in the form of cheese) also contain proteins of high biological quality. The proteins of some plant products, particularly soybeans and peanuts, are also efficiently used in the body and need to be supplemented by only very small amounts of protein from animal sources.

B. IRON: Nearly a fourth of the total iron in family diets in 1940 came from lean meat, fish and poultry. Should drastic limitations be imposed upon the quantities of meat available, it will be necessary to turn to other good food sources of iron. (Human beings cannot utilize the iron in some kinds of food as well as that in other kinds, but relatively little is known about this. Hence the figures given below refer to total iron content.)

In the past few years cereals have contributed to the American diet about as much iron as have meats. Perhaps one of the easiest means of supplementing the iron from meat is by increased use of whole grain products, (bread, flour, and cereals) enriched white bread and flour and restored cereals.

The vegetables, particularly potatoes and the dark green leafy vegetables, are good sources of iron. In selecting leafy vegetables it is well to remember that the darker and thinner the leaf, the higher is the iron content. Legumes -- dried peas and beans, lentils, soybeans -- eggs, dried fruit, molasses and nuts are also good sources of iron and may be used to supplement meat in this respect.

C. THIAMIN: Over forty percent of the thiamin (vitamin B₁) content of diets (computed on the uncooked basis) is furnished by meat -- most of it by pork. Probably half of this thiamin, however, is destroyed in cooking. Even when plenty

of meat is available, we must look to other important food sources of thiamin to insure adequate diets with a margin of safety. As a rule, about one-fourth of the dietary thiamin comes from vegetables and fruits, with potatoes the largest contributor. The mature legumes -- dry beans, peas, peanuts, defatted soybean products-- make a large contribution in proportion to the quantities consumed. Cereals and flours in the forms commonly chosen by American families in 1940 supplies about a sixth of the thiamin of the diet; the thiamin contributions of these foods could be greatly increased if the quantities used were in the form of whole wheat, enriched or restored products.

D. NIACIN: Meat is a good source of niacin (nicotinic acid) and on the average, supplies more than half of the total niacin content of the American diet. The proportion varies with income, ranging from half to two-thirds of the total for various economic groups. Few data are available on the occurrence of this nutrient in foods; hence only general statements can be made concerning alternates for meat with respect to dietary niacin.

About a fourth of the total supply of niacin from food is furnished by fruit and vegetables; potatoes alone supply about one-tenth, in part because of the quantities in which they are eaten. Less than a fifth comes from grain products, with the assortment now commonly chosen by American families. The amount could be greatly increased if as much as half of all grain products eaten were in the form of whole grain products (bread, flour, and cereal), enriched white bread and flour, and restored cereals.

E. RIBOFLAVIN: Meat is a good source of riboflavin. In the amounts commonly used in the American diet, it supplies from 13 to 16 percent of the total riboflavin consumed. If meat consumption is markedly reduced, special attention should be paid to other sources of riboflavin. As a group meat, fish and poultry rank third in the quantity of riboflavin contributed, with dairy products first, and all fruits and vegetables as a group, second. For the family who in the past has had much meat

and little milk, meat would probably furnish a much higher proportion of riboflavin and be a more outstanding source of this vitamin than in the average diet.

The best source of riboflavin is milk which ordinarily supplies almost half of the riboflavin provided by the Nation's meals. In addition to milk, milk products and meat, the best sources of riboflavin include eggs, fish, poultry, legumes and many of the vegetables. Among the better vegetable sources are peas, and beans both fresh and dried, and the succulent leaves of vegetables like beet greens, kale, spinach, turnip tops, escarole and collards. The leaves and stems of fresh young plants have more riboflavin than the other portions. Potatoes and sweet potatoes when used regularly contribute an important proportion of riboflavin to the diet.

OTHER SOURCES OF PROTEIN

Milk and cheese, poultry, fish, eggs, legumes -- dry beans and peas, lentils, soybeans -- and peanuts all are good protein foods, which can be used ^{as} alternative proteins in place of meat in well-rounded diets, and are now in fair to good supply. Because the level of requirements of our own armed forces and Lend-lease purchases change as the war effort increases, and because we may have added responsibility in feeding peoples liberated from the Axis yoke, as the United Nations offensive campaign progresses, it is difficult to estimate accurately the supply of these alternates which will be available for civilian use. Accordingly, the indications of total supplies and of the civilian supplies in the year ahead which are given in these paragraphs on protein foods other than meats, must necessarily remain on an indefinite basis.

A. MILK: (Place in Diet and Methods of Use: Few foods supply efficient protein at so low a cost as milk. This is especially true of skim milk--whether in liquid or in dried form. As far as protein is concerned skim milk is as valuable as whole milk. Use milk in any form --evaporated, dry, fresh fluid. Count 1 pint of undiluted evaporated milk (a little more than 1 tall can) or 1/4 pound of dry milk about the same protein value as 1 quart of fluid milk.

Get protein by drinking more milk—using more milk in cooking. Try cooking hot breakfast cereal in milk instead of water. Use milk in puddings, chowders, soups, desserts, of all sorts. Use it as the liquid in bread. Use it sweet or sour in quickbreads.

(For further information see "Milk for the Family," Farmers' Bulletin No. 1705 U. S. Department of Agriculture, and "Homemade Bread, Cake and Pastry," Farmers' Bulletin No. 1775.)

B. CHEESE (Place in the Diet and Methods of Use): All of the protein and most of the food value of milk is in cheese -- done up in a compact package with the liquid squeezed out. One-third pound of American cheese has about the same amount of protein as a quart of milk. Cottage cheese also contains all the good protein of milk. (For further information see mimeographed "Cheese Recipes" from Bureau of Home Economics).

C. FISH (Place in the Diet and Methods of Use): Fish are a good source of high quality protein. Their use in the diet also contributes vitamins, particularly A and some members of the B complex, and nutritively important minerals.

Whether you bake, broil, or fry fish, cook them at moderate heat. Allow about 10 minutes to the pound. Use flaked fish in scalloped dishes, loaves, croquettes and chowders.

Buy fish and shellfish that are in the season of good supply, and buy local varieties when the supply is ample. Try the inexpensive, abundant and less known species. Often times they equal the most popular varieties in flavor. (For further information and recipes see "Practical Fish Cookery" U. S. Fish and Wildlife Service.) *

*Not yet published -- but will be available shortly -- Watch for future announcement in ROUND-UP.

D. POULTRY (Place in the Diet and Methods of Use) For all practical purposes, poultry and meat are identical in food value. Poultry like all meat, is a protein food and must be cooked accordingly. High temperatures for long periods of time shrink and toughen proteins. Therefore, in cooking, have the heat moderate most of the time.

Another cooking rule is "adapt the way of cooking to the age of the bird." A plump old hen never could compete with a young chicken in the frying pan or on the broiler. But in its own field--stewed with noodles, for instance, or braised or steamed -- it's top notch food.

The best ways to cook young chickens -- turkeys, geese, guineas, ducks, squabs -- are broiling, frying, or roasting. These three methods of cooking have one thing in common. In none of them need any water be added.

Older birds, on the other hand, need added water and the steam formed from it so that tough connective tissue is softened. Though more of the juices and good flavor escape from the meat this way, none are lost, for the broth makes good gravy.

Like meat, the flavor of poultry may be extended -- in soups, in dumplings, by use of stuffings, cream sauce, noodles, rice. (For further information see "Poultry Cooking," Farmers' Bulletin No. 1888, U.S. Department of Agriculture.)

E. Eggs (Place in the Diet and Methods of Use) Eggs are good body builders because of their efficient protein. The yolks are especially rich in iron -- the mineral that helps to form red blood cells. They are a rich source of phosphorus -- a good source of two of the B vitamins, thiamin and riboflavin. For good measure, other vitamins are always present -- Vitamins A and D varying in amounts depending on what the hen had to eat.

The secret of success in cooking eggs is to use moderate, even heat. Use highest quality eggs for frying, poaching, and cooking in the shell. If you want to save money by buying the less expensive eggs, use good eggs of lower quality for other types of cooking. Color of shell has nothing to do with egg quality.

A good egg may be brown or white. (For further information and recipes see "Egg Dishes at Low Cost," and "Eggs at Any Meal," Leaflet No. 39, U.S. Department of Agriculture)

F. BEANS (Place in Diet and Methods of Use) Dry beans of any kind are sources of proteins of fair nutritive quality. They are inexpensive energy foods. Meantime shortage or no meat shortage, they make a good main dish now and then. They are good food that "sticks to the ribs" on cold days.

Soak beans before you cook them, overnight or at least 5 or 6 hours. One cup dry beans yields about 2 to 3 cups cooked beans. To get the most food value from beans, use soaking water for cooking.

Season beans with something salt, sour, fresh, crisp, or bright and spicy. Beans are bland and they combine well with more flavorful foods. (See also "Dried Beans and Peas in Low-Cost Meals.")

G. PEANUTS (Place in Diet and Methods of Use) Peanuts, like soybeans, contain a high quality protein -- much superior to the usual vegetable protein. They also are rich in fat -- and a good source of thiamin, niacin, and riboflavin.

Good sandwich for a "meatless" carried lunch could be made of peanut butter, combined with something crisp, something sweet, or something sour. Peanut butter makes a soup that is different and delicious. And peanuts themselves may be combined with vegetables in scalloped dishes, loaves, croquettes. They are good in cookies, cakes, biscuits, or rolls. (For more information and recipes see "Nuts and Ways to Use Them," Miscellaneous Publication No. 302, U.S. Department of Agriculture.)

Peanut production, as with soybeans, greatly exceeded previous records in 1942, and in 1943 may be even slightly above the 1942 level. Peanuts are also one of the principal oil crops but the supply could be drawn upon for human consumption, as the need occurs.

H. SOYBEANS (Place in Diet and Methods of Use) Although soybeans so far are not generally available over the country in grocery stores, many farm gardens have

planted plots of them during the past few years. These beans may be used in both dry and green form.

Protein in soybeans, after it is heated, is of a quality that nearly matches the efficient proteins in milk, eggs, cheese, and meat. (See also "Soybeans for the Table," Leaflet 166, U.S. Department of Agriculture.)

After a year when production of soybeans for all purposes far exceeded any previous record, production in 1943 may be slightly lower than in 1942. Soybeans are produced chiefly for oil but if necessary greater supplies could be made available for human consumption.

GUIDES TO MEAT PLANNING AND MARKETING SO AS TO STAY WITHIN THE MEAT SHARING ALLOWANCE

With normal or near-normal supplies of meat and of other protein foods available to her, the American housewife will have less difficulty than any housewife in the world in providing a nourishing diet to her family while staying within the meat sharing allowance.

It becomes more than ever important in wartime that Americans know how to manage their diets not only with an eye to sharing available supplies fairly, but with the purpose of eating the right way for health and strength. A variety of aids are available from government agencies, from the schools, from the home economists of concerns in the food trades. To indicate the general line of how-to-do-it advice that can be expected, there are given below some aids to diet planning prepared by the Bureau of Home Economics in the Department of Agriculture

MARKETING LISTS FOR FAMILIES OF DIFFERENT INCOME LEVELS

The marketing lists below show how the meat in the diet may be varied -- without sacrificing good nutrition. All of the lists add up to a diet that meets or exceeds the standards of the yardstick for good nutrition set up by the National Research Council.

They are all for a family of 4, for two moderately active adults, a boy 13-15 and a child 7-9.

	<u>Moderate Cost</u>	<u>Two Low-Cost Diet Plans</u>	
Meat, poultry, fish	10 pounds ^{1/}	6 pounds	5 pounds
Dry bean, peas, nuts	3/4 pound	2 pounds	4 pounds
Cereals, flour, meal ($\frac{1}{2}$ grain products as whole wheat in low-cost diets)	13 pounds	15 pounds	15 pounds
Eggs	2 dozen	16 eggs	20 eggs
Milk (to drink and cook, includes cheese)	24 quarts	20 quarts	16 quarts
Potatoes and sweet potatoes	11 pounds	18 pounds	6 pounds
Leafy, green, yellow vegetables	12 pounds	8 pounds	7 pounds
Tomatoes, citrus fruit	8 pounds	6 pounds	6 pounds
Other vegetables and fruit	16 pounds	8 pounds	14 pounds
Sugars, syrups, preserves	4 pounds	4 pounds	3 pounds
Fats and oils (including bacon and salt side)	4 pounds	3-3/4 pounds	4 $\frac{1}{2}$ pounds

In none of these, even for the diet at moderate cost, is more than $2\frac{1}{2}$ pounds of meat per person per week called for. Yet all add up to a balanced diet.

A WEEK'S MENUS FOR A FAMILY OF FIVE

Here is an example of one week's menu for a family of five, including mother, father, and children, 9, 11, and 15. The mother, father, and the 15-year-old are entitled to $2\frac{1}{2}$ pounds each; the 9 and 11-year-olds to $1\frac{1}{2}$ pounds each, under their sharing allowances. The family's total allowance would be $10\frac{1}{2}$ pounds.

The week's shopping list for this family adds up to 10 pounds of the meat in the sharing allowance, including 2 pounds of ground beef for meat balls and loaf; 1 pound of bacon or ham; 4 pounds of shoulder of lamb; 1 pound of chops; 2 pounds of spare-ribs. The four-pound stowing chicken for Sunday does not count against the sharing allowance.

1/ Although the moderate cost diet for this family includes 10 pounds of meat, poultry, and fish, no more than 9 pounds of this under the share the meat program should be the restricted meats.

BREAKFAST

Grapes, pears, or other fruit in season
Poached egg
Enriched toast
Milk (children)
Coffee (adults)

LUNCH

Monday

Split-pea soup
Enriched toast
Apple salad on lettuce
Milk (children)
Hot tea (adults)

DINNER

Meat balls and gravy
Baked sweet potatoes
Creamed spinach
Whole-wheat bread and butter
Fruit tart
Milk for all

Tuesday

Whole-grain cereal
Fried apples
Whole-wheat toast
Milk (children)
Coffee (adults)

Bacon or ham
Sweet potatoes
Whole-wheat bread and
butter
Sliced orange
Milk for all

Meat loaf
Creamed potatoes, or hominy
Buttered spiced carrots
Hard roll
Creamy tapioca pudding
Milk (children)
Coffee (adults)

Wednesday

Hot cereal with raisins
Soft-cooked eggs
Enriched toast
Milk (children)
Coffee (adults)

Tomato juice
Potato and celery salad
Enriched bread & butter
Left-over creamy tapio-
ca with canned or
stewed fruit
Milk for all

Roast lamb
Baked yellow squash
Corn muffins
Marmalade
Milk (children)
Coffee (adults)

Thursday

Orange
Ready-to-eat enriched
cereal
Buckwheat cakes, syrup
Milk (children)
Coffee (adults)

Hot lamb sandwich
Celery stuffed with
cheese
Panned kale
Cocoa for all

Vegetable soup pot
Braised chops with noodles
Baked onions in tomato sauce
Rye toast
Spiced apples
Milk (children)
Coffee or tea (adults)

Friday

Tomato juice
Scrambled egg
Raisin toast
Milk for all
Coffee (adults)

Corn chowder
Raw carrot sticks
Peanut cookies
Milk (children)
Coffee (adults)

Roast stuffed spareribs
Butter broccoli
Baked potato
Drop biscuit made with
enriched flour
Lemon pudding
Milk (children)
Coffee or tea (adults)

Saturday

Stewed fruit
Fried mush, jelly
Whole-wheat toast, if
desired
Milk (children)
Coffee (adults)

Stewed tomatoes
Scalloped potatoes with
cheese
Whole-wheat toast
Cocoa for all

Baked beans with thin
slices of bacon
Buttered green cabbage
Grated carrot and cottage
cheese salad
Hot gingerbread
Milk for all

Sunday

Fruit in season
Hot enriched cereal
Bacon or ham
Cinnamon rolls
Milk for all
Coffee (adults)

Turnip greens
Cottage cheese
Whole-wheat toast
Currant jelly
Cocoa for all

Tomato juice
Baked fowl with stuffing
Rice
Green beans
Hot biscuits made with en-
riched flour
Ice cream
Milk (children)
Coffee (adults)

GET ALL THE GOOD FROM MEAT

STORE SAFELY --

Keep raw meat in the coldest part of your refrigerator or your coldest storage place. A temperature of 45 degrees Fahrenheit or lower is needed. If your coldest storage space isn't that cold, buy meat the same day you use it--and keep it as cool as possible up to the time you cook it. Be doubly careful of ground raw meat. It spoils more quickly than meat in one piece. Keep it extra cold, and use it extra quickly.

When you bring meat home from the store, take off the wrapping paper. Store it loosely covered with wax paper. Cover cooked meats before you put them away. Cut or chop meat just before you plan to serve it. Meat that has been cut or chopped spoils more quickly than cooked meat in one piece. (More information in "Fight Food Waste in the Home.")

COOK MEAT THE RIGHT WAY

Moderate heat cooks meat evenly, makes it tender, saves food value -- and keeps losses through cooking low, so there is more meat left to serve for each pound purchased. Browning meat develops the rich flavor. However, it may increase the cooking losses somewhat. To make most of food value and flavor, cook meat until it is tender, but don't overcook.

Cook according to cut and fatness. Roast or broil a tender, well-fatted cut in an uncovered pan. Add no water. Water in a covered pan makes steam which forces out juice and causes the meat to lose flavor and weight. Tender, well-fatted meat holds its juices, cooks perfectly in an open pan if moderate heat is used.

Tough meat, on the other hand, requires long, slow cooking in a covered pan with water or steam. So turn the less tender cuts into pot roast, stew, or some other braised dish. Or grind them and cook the same as tender meat.

BE THRIFTY WITH LEFT-OVERS

Save all left-over meat, gravy or drippings. Make broth of the bones. Keep left-over cooked meat cold, and serve as sliced meat or in salad. Or use left-over meat with other foods in appetizing hot dishes such as stuffed peppers, chop suey, curries, browned hash, croquettes.

LEARN TO USE EVERY KIND OF MEAT AND EVERY BIT OF MEAT CARCASS

Have you ever tried kidney, brains, heart -- or other variety meats? Like other more familiar meats they are good protein foods. In addition they are an especially rich source of iron and the B vitamins. You can help make meat go further--by making best use of what the butcher has to offer.

SPREAD THE FLAVOR

As long as you are getting the protein you need, it won't hurt your diet to cut down on the amount of meat you eat. But if you are terribly fond of meat flavor and miss it for that reason more than any other -- spread the flavor of meat by mixing it with other foods. Cereal foods such as bread in stuffings, hominy, rice, macaroni are good "meat extenders." Vegetables can extend the flavor of meat in stews, soups, chowders, pot roasts. Soybean products extend the flavor, and help to compensate in nutritive value for lessened amounts of meat.

(For further meat cooking information and recipes, see "Meat in Thrifty Ways."

Farmers' Bulletin No. 1908, U. S. Department of Agriculture)

NOTE: Reference copies of all informational bulletins referred to may be secured by writing Radio Service, U. S. Department of Agriculture, Washington, D. C.

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Radio Round-up

on food...

A Service --
For Radio Station Directors of Women's Programs

Washington, D. C.
Nov. 6, 1942--No. 23

CURRENTLY SPEAKING --

Victory Food Special

The Victory Food Special November 9 through November 21 is NUTS...walnuts, pecans, almonds, filberts, and other domestic tree nuts. We have a near-record supply this fall...a crop that will equal 300 million pounds of unshelled nuts. In past years, before the war, export markets took an average of about 13 million pounds, but now these markets are practically closed, so it's necessary to encourage consumers to make wide use of nuts. They're some of Nature's most concentrated foods, of course, and can be widely used in wartime meal planning. Remember to suggest the use of nuts as an integral part of the menu, rather than as a supplement to a full meal, because they contain proteins and fats, as well as being good sources of essential minerals and vitamins. We're sending you a USDA booklet, "Nuts and Ways to Use Them"...which not only explains the food value of nuts, their selection and care, ways of salting and roasting, but gives tested recipes for many interesting nut dishes...loaves, croquettes, stuffings, breads, cakes, pastry, salads, sandwich fillings...many delicious dishes that will please a hungry family on a brisk fall or winter day. You'll probably have some favorite recipes of your own using nuts to give to your listeners too. And don't forget that the handsome centerpiece for the dinner table which can be formed by a big bowl of fruits and nuts may serve a practical purpose as well as a decorative one...use it for dessert. That's one way of making meal-planning easier for the busy homemaker, incidentally.

Shopping for Sauerkraut

We've been urging you to encourage people to buy more sauerkraut...and now we're glad to report that sauerkraut enthusiasts are really happy over the return of the wooden kraut barrel...they say the flavor is better...that it's more like old-fashioned kraut. So the people who know sauerkraut only in cans will do well to get acquainted with it in bulk. Remind your listeners to serve that good old standby, sauerkraut and pickled pig's feet...especially good to include in the menu this year because it fits into the share-the-meat program so well.

US Department of Agriculture
Agricultural Marketing Administration

A-Hunting He is Going

Perhaps some of your listeners are lucky enough to have a hunter in the family or in the neighborhood, because game can help in planning meals these days. Foresters of the U.S. Department of Agriculture report that big game animals in the National Forests have increased greatly...there are more than two million animals at present. And this year the Government asks hunters to save fats from game animals, to turn in for making ammunition. We know that elk is hunted in only a few areas in U.S. but there's a full five pounds of fat in an elk, while a moose has fifteen. Also, hunters are asked to turn in discarded shells...it's estimated this would add more than two thousand tons of brass to the scrap heap. And remember that hunters really help to keep the number of deer and elk from increasing too rapidly. Many a rural or suburban dweller can tell of the damage that's been done to winter grain fields and orchards when hungry deer come out of the forests hunting for food.

HOLIDAY MEAL-TIME ACCESSORIES

Sweet potatoes and cranberries...favorite foods for holiday meal-planning.... each of them with a flavor and a color that harmonizes particularly well with the turkey and the chicken which it's not only pleasant but patriotic to feature on the dinner table these days. And the sweetness of the sweet potato is given a flavorful contrast by the tartness of the cranberry...those two might almost be said to form a harmony in contrasts. The juicy, bright orange southern sweet potato is plentiful this year, so tell your listeners to look for them in their markets. It's a good idea to pick the firm, smooth ones of medium size...and by the way, note whether the skin is shiny. If it is, it means the potatoes have been washed, therefore, don't choose shiny sweet potatoes if you want them to keep long! It's a good idea to remind people frequently that the bright golden color of any vegetable shows that it's rich in Vitamin A...the black-out vitamin...which promotes stronger vision. Also this vitamin encourages growth and resistance to colds...making it of special importance to growing children. Whether you bake your sweets, boil and mash them, candy them, scallop them with apples, or make them into spicy sweet potato pie... you'll find them a pleasant addition to almost any meal. By the way, in making candied sweet potatoes, use honey instead of sugar...you'll find the flavor delicious.

And speaking of cranberries, as we did a moment ago...replace half of the sugar in cranberry sauce with corn syrup or honey...that's the suggestion of home economists of the USDA. Here are the proportions for a good cranberry sauce: 1 quart (1 pound) of cranberries to 1 cup of sugar and 1 cup of corn syrup or honey, plus $1\frac{1}{2}$ cups of water. Mix the sugar and syrup or honey with the water and bring it to a boil; add the berries, and cook quickly for about 10 minutes, or until the skins break. Chill before serving...and serve with lots of things besides the meat course. A spoonful of it goes well with Waldorf salad, or a pear and cream cheese salad... it makes a grand short-cake...also a delicious pudding sauce. Why don't you suggest a bit of experimenting with cranberries...everybody seems to like them...and certainly nothing looks more festive at the holiday season than the ruby red of cranberry sauce or jelly.

BAKED BEANS...TRADITIONAL SATURDAY NIGHT SUPPER

Not only on Saturday night, (the traditional time for baked beans in New England), but on any night in the week, a steaming pot or casserole of oven-baked beans will bring the family to the table in a hurry. Those whose acquaintance with baked beans is confined to the canned variety are going to find an unexpected treat in the home-baked style...as good as many of the brands of canned baked beans are. They're

(cont'd)

not so easily available these days, however...the shortage of cans...the demands of the army and navy...these have taken canned baked beans right off the grocers' shelves. And now, since we must "share the meat," here's a tip for U.S. homemakers from USDA..."Among the vegetables, dried beans and peas come nearest to meat, eggs, milk and cheese as body builders. That's why they're so good as a main dish now and then. And besides protein, they have Vitamin B₁, iron, and many more food values, all packed into small space." Because winter is close at hand, you'll want to suggest beans more and more for menus...they "stick to the ribs," and help provide the necessary energy for hard work or play. We're enclosing a leaflet "Dried Beans and Peas in Low Cost Meals," prepared by the Bureau of Home Economics and issued by AMA. Copies of this leaflet are available for listeners. Tell them to write USDA, Washington, D.C.

THE FARM WOMAN'S PART IN THE WAR

You Broadcasters who have large farm audiences should find the women much interested in the comments of Assistant Secretary of Agriculture Grover B. Hill, made on October 30th before the National Home Demonstration Council and U.S. Liaison Committee of Associated Country Women of the World, in Kansas City. Mr. Hill said: "In my judgement, American agriculture's amazing record of 1942 was due to three factors. Two have been widely publicized; first, a kind Providence provided an abundance of rain; second, heroic efforts of U.S. farmers to achieve their production goals. Third however, much of the 1942 production record was due to the heroic efforts of the American farm woman, who in this crisis, as in all other crises from the first winter at Plymouth, down to 1942, has faced the facts of life courageously and constructively, and rendered whatever service was needed.

"I am told by members of the Federal Extension Staff that women, from 10-year-old girls to 65-year-old women, drove tractors many consecutive weeks this past summer, and that countless thousands of these unsung heroines picked corn, drove the hay stacker, assumed entire responsibility for farm chores, and in countless ways made possible the record-breaking harvest of 1942. This is not all...their contribution is three-fold. They are keeping the home as a place that provides physical well-being and sustains morale; they are helping to produce the needed food supply; and they are helping to provide community needs and are meeting their civic duties as conditions warrant.

"In this great struggle, the drain on our manpower is far beyond anything that has taken place heretofore, which means the women will carry an even greater share than in other wars. Shortage of manpower is making it more and more necessary to share work with neighbors, lend machinery, cooperate in the use of trucks, and cars. Regardless of how hard or how difficult the conditions may be, the farm population will carry on in a determined effort to carry out their part of this terrible struggle, that of furnishing food and clothing. The years of training and experience, and the ability of farm women in conserving foods, making clothing go farther, and making the best of available supplies and equipment, are of utmost importance."

There's a bouquet for farm women which they well deserve, it seems to us, so why don't you pass it on to them, Broadcasters? For specific examples of what farm women in your locality or State are contributing to the war, get in touch with your local County Home Demonstration Agent or the Extension Service of the State College of Agriculture.

* * * * *

Radio Round-Up Questionnaire: Calling all questionnaires! We've received a lot of them back, and are delighted to hear that so many of you find the Round-Up interesting and helpful. Those of you who haven't returned the questionnaire are reminded that November 16th is the deadline...and remember...no questionnaire returned to us ...no Round-Up sent to you after the 16th.

* * * * *

PASS THE SOYBEANS PLEASE!

"So you've never tried soybeans?" This question would surprise most homemakers today, but before many months have passed soybean and more peanut products will be on homemakers' shopping lists...according to AMA. Both are highly nutritious vegetable proteins and may be used to fortify the protein contents of other foods. For instance, soya or peanut flour may be mixed with wheat flour, increasing the protein value of the bread; or stirred in with peas, milk, onion powder and other seasoning to make a soup with as much protein punch as a piece of beefsteak.

AMA warns homemakers, however, not to grab their hats and run to the grocer's yet for they would find few, if any, of these protein foods on his shelves. They are "soon-to-be." It is important to remember that these products are being offered to supplement meat in diets but they are not meat substitutes. The protein flours may be used with ground meat, instead of using cracker or bread crumbs, adding materially to the food value of the meat products. When they are used in the proper proportions in breads, soups, cereals, and other foods, the taste of the food product is not changed. The real value of these protein products is the additional food value you get at a low cost. When you compare the protein cost of meat and milk with that of soya products, it sounds like a real saving...but homemakers should also remember that meat and milk have other values which soya flours do not have.

Scientists for some time have been working on processed products because soyas have a natural raw, beany taste, which isn't especially pleasing. But with the removal of the oil...which is very valuable for war purposes now...a flour is made which is very palatable when combined with other food products. Our own army is using these protein flours in ever-increasing amounts.

Europe needs no introduction to soybean products. The Nazi army at the beginning of the war had some 200 recipes for the use of soya flour, and huge stockpiles of soybeans had been built up in Germany 3 or 4 years prior to 1939. For several months now, we have been sending the British "pork and soya links." Similar to sausage, this is made of ground pork and soya flour. Millions of pounds of the soya flour and grits have been shipped to England to be used in meat products, commercial baking, soups and milk substitutes. To the Russians Kontsetrirovannaya Kasha (pronounced Kōn-tsōt-rī-rō-vā-māya,) means concentrated food. It looks like ordinary oatmeal, but consists of a quick-cooking mixture of rolled oats, soya flakes, dry skim milk, sugar and salt. China for 50 centuries has known the value of soybeans as a food; it is known there as the "poor man's meat." As a matter of fact they were first brought to the U.S. from China in a Yankee Clipper ship in 1804.

The Agricultural Marketing Administration has a long-range program well under way...but the change won't come over night. Recipes must be developed which result in tasty foods. We must all become nutrition-conscious so we can appreciate soya and peanut products for their real food value...then manufacturers will start the wheels turning. AMA last year introduced soya flour for its School Lunch Program and soya grits cereal is being used this year.

Already AMA has purchased close to 60 million pounds of soya flour and grits for School Lunches and United Nations this year, and this amount is expected to be substantially increased next year. With the shortage of meat U.S. consumers may lean more and more on these protein products. Broadcasters can do a real job in helping the Government popularize these foods when they are offered for consumer consumption...Now the point is to arouse interest in them.

THE AMA IN ICELAND

The little island of Iceland has come increasingly into the limelight since the attack on Pearl Harbor and with the stationing of many American soldiers there. Vilhjalmur Stefansson, the noted Arctic explorer, described Iceland as "the stepping stone between the Old and the New Worlds." We, in America, are becoming more and more aware of how closely Iceland's future is connected with our own. With increasing war demands for food AMA has reached out to Iceland to secure commodities badly needed by United Nations. Little Iceland is supplying her share of vitally needed fish and fish oils for vitamin content, etc. Recently AMA's representative Mr. Hjalmar Bjornson, stationed in Reyjavik, the capitol of Iceland, since last December, was in Washington and recounted some of his experiences in purchasing fish, fish oils, and other commodities for AMA.

Descended from Icelandic forefathers, Mr. Bjornson gives a clear picture of the land, the people, and AMA activities. In using this story please comment on recent announcement that AMA has purchased 10 trillion units of Vitamin A fish liver oil to date and expects to purchase an additional 15 trillion prior to September 1, 1943. This vital fish oil helps prevent night blindness, assists the body to resist infection, and promotes growth. It is used to fortify foods for fighting men, especially flyers, and for peoples of United Nations to maintain their health. Now, here are excerpts from Mr. Bjornson's talk:

"Iceland is anything but cold. Its origin is volcanic and the heating facilities for the city of Reykjavik are being converted to hot water derived from hot water springs about thirty miles outside the city. Eric the Red, who left Iceland some thousand years ago, lived in Iceland for a while. He saw what a beautiful and productive country it was and he thought it a terrible mistake to give such a beautiful country so forbidding a name. When he was exiled from Iceland for being a freebooter, he discovered another island to the west which he called Greenland...

I left here (U.S.) last November by military transport and moved across the Atlantic in a destroyer, then through the North Atlantic, leaving from Newfoundland and arriving in Reykjavik on the 19th of December after having spent about a month knocking around the North Atlantic doing convoy duty and fighting North Atlantic storms. I duplicated the journey that my ancestors, more than a thousand years ago made, when they discovered the mainland of North America...Never during the whole winter while I was there did the temperature go below zero. The average mean temperature through February and January was about thirty degrees. Last winter the American soldiers stationed there were never able to use the ice skates friends sent to them. I couldn't find any Eskimos. The people there look like all the rest of us. They were mostly colonists out of Norway in the year 874, and have lived in Iceland ever since. Their standard of living is very comparable to what we have in this country. They eat very much the same types of food...that is, when they can get it...it isn't so easy to get now. Their habits of amusements are similar to ours. They love the American movies. There are two large picture houses in Reykjavik and it is a problem to get a ticket at any time. The scenery is rugged. The mountains are not particularly high. The highest mountain peak is about a mile above sea level, and there are mountains running through most of the country. The habited area is largely on the West coast and follows the coast line entirely. There is only one town in the whole island that hasn't a seaport, or that isn't on the sea. About 120,000 people inhabit Iceland, one-third, or about 35,000 live in Reykjavik. The next largest town is about 3,000. Their principal industry is fishing. Farming is largely confined to raising sheep, potatoes, root crops and some hay to feed their small horses, which are something like a Shetland type pony. I have seen three or four fine dairy farms with cows of finely bred Danish stock. They are fond of their sheep and have remarkable shepherds who can recognize every single one of their own sheep.

The civilization is a thousand years old. It was organized on a democratic basis in 930 and has continued to have a free parliament almost continuously up to

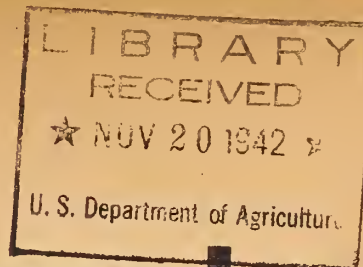
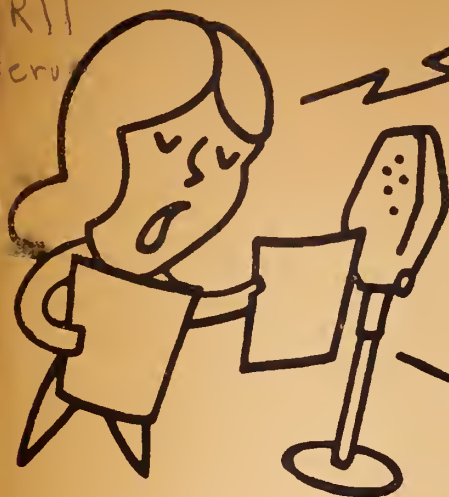
the present time. It is virtually the oldest modern parliament in the world and it celebrated its thousandth anniversary in 1930. Its language is the same that was spoken across all northern Europe about a thousand years ago and it has altered very, very little in ten centuries.

Now, as to what we are doing up there. Undoubtedly Reyjavik is probably the most northern outpost of the Agricultural Marketing Administration. We, in November of last year, took over a contract that existed between the British Government and the Icelandic Government for the total white fish catch of the island. White fish in the trade of Iceland refers to all kinds of fish of which the meat is white, cod, haddock, halibut, sole and such. Through AMA Britain obtains the food and Iceland obtains the dollars it needs to buy its essential goods in this country. Iceland is rapidly orienting its economy more and more toward the United States. Iceland has virtually been transported out of the European orbit into the Western Hemisphere. The first job we had to perform was to set up an office in Reykjavik, which city was crowded. It was occupied then largely by the British and our forces were coming in increasing numbers. We set up the first AMA office in a small hotel called the Hotel Borg. We were unable to get any office quarters and we worked in this hotel room, slept, lived and ate, and did our work from there for about a month. It is not so easy to compute currency and fill out commodity receipts and buy fish and carry on business in a hotel room. Some 4 million dollars for fish were spent before we got our automatic computing machine. You can imagine computing three and four currencies out of your head with paper and pencil with only 7% error. When we got an agreement going with the British Ministry of Food for the handling of fish, we set about negotiating for all of the exportable commodities that Iceland produces for purchase under Lend-Lease for export. That involved negotiating new contracts for 1942 and 1943 similar to the one that we took over, calling for the purchase of the total herring oil production of Iceland, half the cod liver oil production, the total white fish catch and all the herring meal. We estimate that a quarter of a million tons of food products are being produced in Iceland, bought by the AMA.

Dealing with Icelanders has presented some difficulties but we found them cooperative. They are "horse traders" as far as business matters are concerned. They have not had much money in their thousand years of existence.

You might like to get some idea of what their entertainments are like. They are very strong for banquets. Everybody has a dress suit...not a Tuxedo...you have got to wear tails. When the taxicab drivers had their dinner, they were all there in tails. The home entertainments are largely good coffee, rich pastries and good conversation. You can't leave an Icelandic home without having at least two or three cups of coffee or they consider it an insult. Icelanders look upon America as a land of opportunity with unlimited resources. Their young people are anxious to come to this country to get a picture of how things are being done here and apply them in their own country and in their own industries. There are some 35 or 40 students in the United States now taking various courses, from training in mechanics, to medicine and law and economics, in about seven or eight different states...Pennsylvania, New York, Minnesota, California, and Washington. In the past they have always gone to Germany, France and to England. They have a university there that teaches medicine, and law and economics and the social sciences. There is no illiteracy on the island. Everyone seeks to get an education. I have found Icelanders to be a pretty hardy and rugged race. They are scrupulously honest, and their fishermen...one can't have too much respect for their courage and their willingness to go out in any kind of weather and under any kind of circumstances and continue to fish. They are an intelligent people, and when the fishermen acquire some money, the first thing that they do is to try to improve the quality of their homes. Even in the humblest homes the first things that they bought were domestically painted pictures, some of them very good oils, and they were all building up libraries."

It certainly appears, from this interesting account of Mr. Bjornson's experiences in Iceland, that the effort we are making to distribute the products of that country to the parts of the world where they are needed, is going to bring about much closer cooperation and understanding between our two countries.



Radio Roundup

on food...

A Service --
For Radio Station Directors of Women's Programs

Washington, D. C.
November 13, 1942 No.24

MIRACLE MEAL --

I wish all of you could have been in the kitchen before preparation of a very special luncheon started here in Washington last week. It was a luncheon given for the high officials of our own and the British governments, who are responsible for making available food supplies for the United Nations. Lee Marshall, Consultant to WPB Chairman Donald Nelson, was host, and the purpose of the affair was to let officials know the progress that has been made in the field of dehydrated foods.

Every item was prepared from dried foods, and if you could have seen the dry chips of vegetables and fruit, the tiny, hard particles of meat, the powdery eggs ...you'd never have believed anything appetizing could be made from them. When the luncheon plates came to the table, however, they were as colorful and tempting as though the freshest of fresh foods had been used.

Perhaps you'd like to see the menu:

Appetizers and Soups

Chicken Consomme
Cream of Spinach Soup
Onion Soup

Tomato Juice Cocktail
Orange Juice

Entrees

Beef Loaf with Mushroom Sauce
Pork Sausage Patties with Apple Sauce
Corn Beef Hash

Vegetable Croquettes
Scrambled Eggs
(with or without ham)

Vegetables

Corn
Baked Beans
Julienne Potatoes

Carrots
French Fried Onions
Beet Salad

Baked Cabbage
Mashed Potatoes

Desserts

Egg Custard

Apple Pie

Cheese

It's really wonderful to think what may be ahead of us in post-war days...a delicious dinner from a few envelopes or small packages. Right now the important fact is that dehydrated foods save tremendous quantities of metal containers, transportation, storage facilities, shipping space and manpower. These are more than Foods for Freedom...they're Foods for Victory!

US Department of Agriculture
Agricultural Marketing Administration

TALKING TURKEY

Since the Secretary of Labor has just reported that the cost of food for the average family rose 2.4 percent between September 15 and October 13, it was good news to all of us when Price Administrator Henderson last Saturday announced the establishment of permanent price controls on three important seasonal foods...turkeys, onions and potatoes. These are the first price ceilings to be established on deasonal and perishable foods, and regulate prices at every stage from the shipper to the housewife. They are designed to insure continued bumper production, to iron out price inequities between grades, types and markets, and to give consumers definite assurance that prices will reflect only normal seasonal changes. These new regulations supplant the temporary ones issued by OPA on October 5th.

Perhaps you'd like to have some definite information as to the different grades of turkeys and the way they're marked, to pass on to your homemakers, with the idea of helping them to shop more efficiently. Turkeys this year may bear either the familiar U.S. Grade stamp of the AMA, or the new OPA symbol, which corresponds in quality to the U.S. Stamp. Here's a table showing both:

AMA - USDA		OPA	
<u>Grade</u>	<u>Symbol</u>		<u>Symbol</u>
U.S. Prime	U.S. Grade A	equivalent to	Grade A
U.S. Choice	U.S. Grade B	equivalent to	Grade B
U.S. Commercial	U.S. Grade C	equivalent to	Grade C

I might mention here that the Agricultural Marketing Administration is continuing to grade turkeys above U.S. Prime as U.S. Grade AA..and the turkey-shopper who sees one with this stamp would be wise to grab said turkey and take it home with her then and there...it will be a super-duper bird!

The grades of turkeys are based on their age and sex. A young hen or young tom is usually less than 1 year old, and is soft-meated, with a flexible breast bone. An old hen or old tom is a mature bird, more than 1 year old, with tougher flesh and a hardened breast bone. The first classification of bird is more desirable for roasting; the second takes well to braising in a covered roaster, or to casserole cooking. If it's a "tough old bird," long, slow cooking in water or steam will soften it up!

All poultry is versatile...it can be cooked in practically any way... broiled, fried, roasted, braised, stewed and steamed. As for using up leftovers, that's easy with turkey or chicken. Creamed dishes, souffles, soups, sandwiches and salads are very popular, and both birds combine wonderfully well with extenders like rice and macaroni.

In nutritive value, poultry ranks with lean meat, fish and eggs for the interest and flavor it adds to the diet. Its proteins are of excellent quality, it's rich in roboflavin, and is pellagra-preventive.

Secretary of Agriculture Wickard recently said that turkeys are likely to be a more important part of our total meat supply next year, in view of the large military forces we expect to have under arms, and heavier demands for foreign shipment. Therefore, you'll be helping to prepare your listeners for

healthful and efficient meal-planning in the face of probable shortages of meat when you encourage the frequent use of poultry. Why not suggest to them that it's really too bad many of us limit ourselves to just two turkey dinners a year, when turkey is such a treat to almost everyone. Why not give the family a turkey dinner frequently? They'll be just as thankful for it on Easter Sunday as on Thanksgiving Thursday.

You probably have on your desk the copy of USDA bulletin No. 1888, "Poultry Cooking", sent you recently, which contains many helpful suggestions and good recipes. Perhaps you'd like to suggest to your listeners that they can get this by writing the Department of Agriculture, Washington, D.C. It would make a fine addition to any kitchen book-shelf.

FOOD FLASHES

Cabbage, Squash and Sweet Potatoes

Reports from AFA field men help us to forecast important food news for you... to tell you what's what, and why, and to make suggestions which, we hope, will be helpful to your listeners who are planning their meals to make the best possible use of the foods available in good quantity for civilian consumption.

For instance, the production of late cabbage is estimated at 377,000 tons, and that's 21% above last year. You've probably featured cabbage very recently, since it was a Victory Food Special in September, but you'll be doing good work if you keep on promoting it. Remember that cabbage is rich in Vitamin C, which is necessary for the proper development of the teeth and bones. Since Vitamin C is not stored in the body to any appreciable extent, it's important to provide for a regular intake of foods containing this vitamin.

It's interesting to consider that when the importation of citrus fruits into Germany became difficult. German scientists tried to meet the need for Vitamin C by developing what they claim is pure Vitamin C to be used in candies. Also, they made several vegetable juices, including cabbage juice, into a dough or paste, to be served to the troops on cabbage noodles. All we have to do is pick up a nice, fresh head of cabbage in the market, in order to help the family get a good supply of Vitamin C the natural way. Homemakers help the war job in several ways by putting cabbage on the market list this fall.

Squash and sweet potatoes are also ample in supply this season...both of them fit into the holiday dinner menu beautifully too. The fall and winter type squash production is particularly heavy in the New England States, about 10 to 15% higher than last year. It is estimated there will be about 70 million bushels of sweet potatoes this year, compared to 63 million bushels in 1941. We mentioned ways of preparing sweet potatoes in last week's ROUND-UP, and it would be a good idea to keep on talking about them. From the nutrition standpoint, remember that all the yellow vegetables contain the important Vitamin A, a shortage of which brings on the condition known as night-blindness. No turkey dinner is complete without either squash or sweet potatoes.

Speaking of Vitamin A

By the way, you might be interested to know that a night-fighter needs 5,000 units of Vitamin A every day to aid his night-vision...that shows you how important those yellow vegetables are.

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Potatoes and Onions Under the Ceiling

You'll remember in the story on turkey that potatoes and onions were included in the three foods on which permanent price ceilings have just been placed by OPA. The immediate effect on the family shopping list will be slight. Maine potato prices will be permitted to rise to the normal level for November...a rise at retail of one cent a pound on the average...less in many areas. Western potatoes, will probably show no change at retail. As in the case of Maine potatoes, the new regulation allows onions to rise to the normal November level. At retail, it is estimated, onion prices will go up less than one-half cent a pound.

Production of Winter Vegetables

Before very long the homemaker who's shopping for asparagus, artichokes, cauliflower, cucumbers, eggplant, bleached celery, head lettuce, green peppers, cantaloupes, and watermelon, needn't be surprised if she has to go on a real hunting expedition to find them. Reason? They're on Secretary Wickard's list of "less essential winter vegetable crops." Back on October 14th, the announcement was made that the Department of Agriculture could not assist with the production or marketing of these less essential crops in the way of helping to furnish labor, fertilizer, packaging materials, or transportation. As Chairman of the Foods Requirements Committee, Mr. Wickard elaborated on that statement a few days ago, naming the above items specifically. We suggest, therefore, that you directors of household or food programs take this into consideration in suggesting menus and recipes involving the use of these foods. We may as well make it as easy as possible for people to meet the restrictions we know are coming.

PROGRAM NOTES

Defining Dehydration

In case you're wondering how to explain the difference between dried, sun-dried, evaporated and dehydrated foods, here's some information that may help you. The first term implies the removal of water by any means; the second implies removal without artificial heat. In both evaporation and dehydration, artificial heat is necessary. Evaporation depends on natural draft, however, and dehydration on forced circulation of artificial heat. In dehydration, temperature, humidity and circulation must be controlled carefully, making it the most complicated of all drying processes.

Where the Food is Going

More than 552 million pounds of Foodstuffs and other farm commodities were delivered for shipment to the allied nations during September, the largest part consisting of concentrated foods and animal protein products, the Department of Agriculture has just announced. Total September deliveries were 40% larger than in the previous month.

It's interesting to note that more than half of the foodstuffs delivered for shipment since April 1941, have consisted of dairy products and eggs, meat, fish, fats and oils, while about 20% have been grains and cereal products. In World War I, 65% of all food shipments were grains and cereal products.

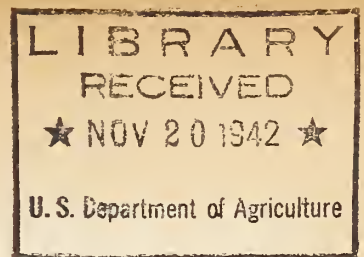
These figures partly explain why we civilians will have to do as the Secretary of Agriculture says, and readjust our consumer habits, because we just won't have all of everything we'd like to have.

Postscript to the Above

Due to the fact that the armed forces and our allies are getting less meat than they need, the Office of Price Administration just this week took another 10% off the civilian beef quota for the period from October 1 to December 31. You people broadcasting recipes will do your listeners a real favor by suggesting plenty of ways of s-t-r-e-t-c-h-i-n-g the meat...and of using alternate foods.

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Supplement for RADIO ROUND-UP ON FOOD
November 13, 1942 -- Issued by the
Agricultural Marketing Administration,
U. S. Department of Agriculture



THANKSGIVING HARVEST OBSERVANCE

Is your town planning a Thanksgiving Harvest Observance? Do you know what this observance is? It's a natural development of our Food for Freedom Campaign, and was the idea of two Mississippi men...Lester Williams, editor of the Tylertown, Mississippi, Times, and the Columbian-Progress, Columbia, Mississippi, and George Godwin, president of the Mississippi Press Association. These two men felt that in some way the real importance of the war job done by farmers should be dramatized... that honor should be paid to farm people for what they've done to produce the biggest crop in the history of American Agriculture...and that thanks should be given to divine Providence for the blessing of this fine harvest. They reasoned that a wartime Thanksgiving should be more than a day when people do no work and eat too much, and that a period of time set aside for a harvest observance could actually help win the war. Strengthening the bonds of understanding between town and country by such an observance will certainly help to lay the basis for victory in the 1943 battle for farm production.

Mr. Williams and Mr. Godwin, being men of action, took their idea straight to the Secretary of Agriculture, asking him to come to Tylertown, a farming community of 1400, to take part in their celebration early in October. Believing that this might set a fine example for other American farming communities, Secretary Wickard accepted their invitation, and found time in his heavy schedule of war tasks to go to Tylertown on Saturday, October 3, to join the townspeople and the farmers in this wartime Thanksgiving observance.

Mr. Wickard said, among other things; "...it is the privilege of the farm families of our whole Nation to fight for freedom, using food as a weapon. It is one of the most powerful weapons in the whole great armory of modern war...

Farmers have used it this year on a scale never seen before...Truly, at this season, we have much to be thankful for. All of the Nation's farmers are united in gratitude for the blessings of the past year, for the abundance of the harvest. They are firm, too, in the resolve never to let up in the battle of production. The road ahead for farmers is long and difficult, but it is the only road that leads to victory."

Now, an observance of this kind has two purposes: to report to the general public what farmers are doing to help win the war, and to impress upon farmers the importance of continuing food production at a high level, even in the face of increasing handicaps. You, as a broadcaster, can be of definite assistance in any such program that may be now under way in your locality by cooperating with the chairman or officers of sponsoring farm organizations in building up interest and reporting news of the Thanksgiving Harvest Observance beforehand. Feature programs might be built around it...a "special edition of the air" created for the event. During the actual observance, merchants and other advertisers on a station will doubtless want to devote portions of their air-time to descriptions or reports of the progress of the observance.

Looking at this observance from the commercial angle, it's natural for merchandising and building good will for the stores and shops that serve farm people...for the radio stations they listen to and the newspapers they read to gain new friends. It is more than that, however...it's a time to give recognition to a community's farm brigade for outstanding performance in production. Don't miss the opportunity to cooperate in the Harvest Observance if one is being arranged in your area.

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U. S. Department of Agriculture



Radio Round-up on food...

A Service --
For Radio Station Directors of Women's Programs

Washington, D. C.
November 20, 1942-No.25

"LET'S HAVE ANOTHER CUP OF COFFEE"

It won't be long before that phrase will be heard only when somebody resurrects the old song about another cup of coffee and another piece of pie! Coffee rationing starts on November 29th, as I'm sure you all know. Maybe you'd like a bit of background material for broadcasts on the reasons for rationing, how to make coffee go farther, and all the other questions on coffee that may be in the minds of your listeners. The OWI tells us that the reason for going on a ration basis can be put into the one word SHIPS. The ships that go between here and Brazil, Colombia and other South American countries are now carrying bauxite ores from the Guianas to make aluminum for our airplanes. Nitrates for gun powder and explosives fill the boats from Chile. Guatemalan and other Central American coffee boats are now packed with guns, cannons and shells bound for the shores of all the countries where our troops and those of our Allies are fighting. Furthermore, much of the coffee that is being transported goes to our Armed Forces. In very simple figures, for every four pounds of coffee this country was importing before Pearl Harbor, we now are getting only three.

Even under rationing, however, we in America will drink much more coffee than the people in Europe. Germany has practically no real coffee...the German people get an ersatz concoction of acorns or grains of various sorts. The Italians and other countries under Axis domination are even worse off. When we consider that there are boat crews risking their necks to bring us coffee, we must realize that we're lucky to get what coffee we will have under rationing.

Now, here are some of the mechanics of coffee rationing: The first coffee rationing period is from November 29 to January 3, 1943, inclusive.

The coffee to be rationed includes roasted coffee, whether ground, in the bean, or decaffeinated, and commercially sold mixtures of coffee with chicory, cereal, or other substitutes. Consumers are not permitted to buy green (unroasted) coffee for home roasting. "Instant" coffee, soluble coffee, liquid coffee concentrates, coffee extracts, and other beverages used instead of coffee are not rationed.

US Department of Agriculture
Agricultural Marketing Administration

People who have coffee in the kitchen cupboard when rationing starts are asked not to buy more until it's needed, even if it's only that one pound they're allowed to have on hand. This will help in the matter of distribution, and will also be insurance against stale coffee. As you probably know, anybody who stocked up on coffee is required to count all above one pound as part of his coffee ration, and retain in the ration book a coffee stamp for each pound of coffee he possesses in excess of that single pound. These stamps will be deducted when application is made for War Ration Book No. 2, probably around the first of the year.

And remember, the Sugar Book now becomes the Coffee Book too...the stamps numbered from 28 down to 20 are the coffee stamps in the sugar ration book.

Government experts have given a number of good tips for getting the most out of the coffee ration. One is the same thing mentioned above...buying coffee just a pound at a time. Also, try to make room for the coffee in the refrigerator, even though in the notes on refrigerator care, we say not to crowd the refrigerator! The big jar of pickles which many a refrigerator contains really doesn't need so much cold, so you might suggest that be removed to make room for the coffee.

You probably still have OWI bulletin 800 on this subject...if not, you may send for it if you'd like still more details about coffee rationing.

A STUDY IN CONTRASTS

A few days ago President Roosevelt ordered the Lend-Lease Administrator to make food, weapons and clothing available to French soldiers and natives in American-occupied North Africa as soon as possible. In the words of White House Secretary Early: "No one will go hungry or without other means of livelihood in any territory occupied by the United Nations if it is humanly within our power to make the necessary supplies available to them."

This policy, of course, is in direct contrast to the Nazi practice of stripping conquered countries of food and other movable property. You've probably read many reports of this...the new book "LAST TRAIN FROM BERLIN" by Howard K. Smith, gives numerous instances. He says, on page 116: "The conquest of France, for instance, yielded a wide-open treasure chest to the German civil population. The German troops simply pilfered the contents of the rich boulevard shops of Paris, and the well-stocked pantries and wine-cellar of the French countryside.. They set up an artificial rate of exchange between francs and marks by which the small monthly wage of a soldier could be converted into double or triple its value in French goods." That was the situation in a country where there still were many things of value to the invaders. Mr. Smith goes on to say that it was far worse in occupied countries, such as Poland, where, as the German Army swept through to open the campaign against Russia, they continued to plunder and strip the land bare of its last pitiful resources. This in a country where whole towns had not seen a single loaf of bread for weeks...where families boiled weeds into a bitter broth to keep themselves alive...where people were dying by the thousands every day for lack of nourishment and low resistance to illness.

A recent press dispatch from the Allied Forces Headquarters in Algeria stated that supplies of food will do more to cement good relations than twenty Allied proclamations...that many Algerians exist on the thin edge of starvation...

and that throughout the difficult winter to come, supplies will provide a promise to the enslaved peoples of Europe as to what they can expect when the Allied invasion of the continent begins.

In his talk on the Farm and Home Hour program last week, Secretary Wickard said "...the more I think about the events in Africa and the reports from Russia and the Pacific, the more concerned I become over the size of the job that farmers are up against...The one thing to remember is how much American food is needed to win this war...We simply can't have too much next year."

The American way of doing things is certainly something to be proud of these days. Whether we're meal-planners sharing the meat, or farmers raising more and more food for freedom, it's a high standard we have to meet.

PROGRAM NOTES

Victory Food Specials

Here's a correction on the announcement made last week regarding fresh grapefruit and tangerines as the Victory Food Special from December 3rd through December 12th. Tangerines will be part of the VFS only east of the Mississippi River, the Department of Agriculture announced on November 18. The reason is that the bumper Florida tangerine crop has been delayed so that nation-wide distribution will be impossible during that time. This change was made at the recommendation of the Florida citrus industry representatives on the AMA's National Farm Products Marketing and Merchandising Committee.

There will be plenty of grapefruit all over the country during this period, however, so we hope you'll be hunting up all sorts of interesting ways to use grapefruit, to suggest to your listeners.

Enriched Flour

An AMA survey earlier this year indicates that the sales of enriched flour are disappointing. (This is the flour that contains specified quantities of iron, thiamin and niacin, you know.) In the West, Midwest and Northeast, it is estimated that enriched flour sales vary from 50% to 75%...in the South, only 34%...of the total. This information is contained in an interesting article, "WANTED...MORE EMPHASIS ON ENRICHED FLOUR" by Hugh V. Robinson, in the forthcoming issue of "Marketing Activities," a monthly publication of the Agricultural Marketing Administration. We hope you still have in your files the August 14th issue of RADIO ROUND-UP, which had a supplemental article on enriched flour containing much interesting information. This will furnish you with facts which might help you in doing a bit of promotional work in talks on foods which help us to improve national standards of health. Natural wheat provides liberal quantities of thiamin (Vitamin B₁) necessary for normal nutrition, and niacin, a pellagra-preventive. Enriching flour and bread is a practical means of supplementing deficient diets. If you'd like to have a copy of "Marketing Activities," which also contains much other interesting material, just send your request to the AMA.

Now You're Cooking With Gas!

Or maybe it's heating your house, or running your refrigerator with gas. The WPB says there are 18 million homes in America which are using natural or manufactured gas for heating or cooking. WPB also says that conservation of gas will result not only in lower gas bills, but will make more gas available for war industries and lessen the chances of serious gas shortages this winter. The owner of a house heated by gas should have the gas company check his heating plant to make certain that the burner adjustment and the draft regulator are set properly; have his house made as nearly air-tight as possible; heat no more rooms than necessary and turn the thermostat down before going to bed. When gas is used for cooking, remember to cook with a blue flame, not yellow, in small amounts of water...this will save both vitamins and gas; use a cooking dish of the proper size; keep the burners clean; plan to use the oven to capacity when baking, arranging the dishes so that the heat may circulate freely. In a gas refrigerator, remember not to overcrowd it...put food in the smallest containers possible; cool cooked foods before storing them; don't leave refrigerator door open.

Speaking of Refrigerators

Enclosed is a new bulletin "HOW TO MAKE YOUR REFRIGERATOR LAST LONGER" prepared by the Bureau of Home Economics, which gives all sorts of helpful information about the care and preservation of that important household appliance. Since the present refrigerators must last "for the duration"...occasional suggestions about refrigerator care would go well on any household program.

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Reserve

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U. S. Department of Agriculture



Radio Round-up

on food...

A Service --
For Directors of Women's Radio Programs

Washington, D. C.

THE BLOCK LEADER PLAN FOR SHARING THE MEAT

Monday, November 30th is more than the last day of the month...it's the first day of what has been described as the greatest house-to-house campaign in history. It's the day when two million Civilian Defense Block Leaders started the tremendous job of telling everybody how to cooperate in the Share-the-Meat-Plan. In rural areas, she will be known as the Neighborhood Leader...and when she rings the doorbell or knocks at the door, every homemaker should receive her with open arms ...and open ears. What she'll have to say will be extremely important. Here are some of the subjects she will explain.

Why adult civilians are requested to limit themselves to a total of 2 1/2 pounds weekly of beef, lamb, mutton, pork and veal; why the limitation for children is 1 1/2 pounds for ages 6 to 12, and 3/4 pound for children under 6.

Why meat eaten in restaurants and away from home should be included in this limitation.

Why food is a weapon of war.

What the Government is doing about food, and how everyone is to be kept informed about the country's food supply.

Why, when and where food rationing is necessary.

How to make best use of available foods for building good health.

The Block Leader Plan is a joint project of the Agricultural Marketing Administration, which will furnish the information on available food supplies...the Nutrition Division of the Office of Defense Health and Welfare Services, furnishing nutritional information, and the Consumer Division of the Office of Price Administration, furnishing price and rationing information.

The Share-the-Meat Campaign is the first of several nation-wide coordinated campaigns to be conducted by Civilian Defense Block Leaders. The next will be the

US Department of Agriculture
Agricultural Marketing Administration

Jar Sharing Club drive, which will help people in every neighborhood to organize car-sharing groups among those who have not joined such clubs at their places of business.

VICTORY FOOD SPECIAL

Grapefruit and tangerines will be in the food headlines beginning December 3rd, running through the 12th, as these fruits are the next Victory Food Special. It will be good news to most people that there's an estimated increase of approximately 17 percent over last year's production of grapefruit. Now let's bring that figure to life, by saying that the quantity is actually a little more than 45 million boxes, and that an average box contains about 75 grapefruit. Any way you look at it, that's a lot of grapefruit! By the way, here's an instance where one of those Florida-California arguments could be settled definitely in favor of Florida. The history of this interesting fruit shows that grapefruit were brought directly to Florida from the West Indies, and made known to this country's fruit lovers in the 1880's by Florida citrus growers. Early in this century, California, Arizona and Texas came into the picture, and now that part of the country rivals Florida in grapefruit production.

There's been a great change in recent years in the flavor of grapefruit... our dictionary defines grapefruit as "a large citrus fruit that has a bitter yellow rind and somewhat acid juicy pulp, and grows in clusters"...a description which would never help to sell any grapefruit! Most of the grapefruit today have a much thinner skin than the earlier fruit, and are far sweeter to the taste...sometimes so sweet that very little sugar is necessary. We've often seen workmen on construction jobs in Florida picking up grapefruit from the ground beneath the tree, pulling out a pocket knife and peeling and eating them just like an apple. The men say it's far more refreshing than a drink of water, but what few of them realize is that it's wonderfully good for them! The Bureau of Home Economics of USDA tells us that grapefruit are rich in two of the B Vitamins, thiamine and riboflavin, and also a good source of Vitamin C, which helps to build healthy tissues, as well as strong bones and teeth. Suggest to your listeners all the interesting ways you can find out about for serving grapefruit...as an appetizer, as salad, as dessert, iced or broiled, as juice, plain or mixed with other flavors...there are literally dozens.

As we advised you in PROGRAM NOTES last week, there has been an amendment to the original announcement of this Victory Food Special, stating that tangerines will be included in this VFS only east of the Mississippi River, because of delayed development of the record crop. Therefore, you people west of the Mississippi will have to do double-duty on grapefruit for the present, but the rest of you can go to town on tangerines too! Remember back to your childhood when tangerines were a special treat which you loved because you could peel them in a jiffy? There was something fascinating about the way the skin would break away from the fruit...the sections came apart so easily that you could pop them into your mouth without a bit of bother. The tangerine is really a Mandarin orange, and the name comes from the name of Tangier in Morocco. This year's crop is 67 percent higher than the short crop of last year...around 3 1/2 million boxes in all. From the nutritive standpoint, tangerines have one advantage over grapefruit...they're richer in Vitamin A...their beautiful golden color indicates that. Otherwise tangerines and grapefruit are more or less twins in vitamin-content, if not in size. There are many interesting ways to use tangerines, if the family can be persuaded to release some of them from

the fruit bowl! They harmonize beautifully with other fruits in fruit cups and salads, can be made into relishes, and will furnish several delicious desserts.

You broadcasters who are constantly bringing interesting and helpful news to women are thought of as real friends, and what you tell your listeners about the Block Leader will serve just about the same purpose as a letter of introduction for her...she'll appreciate your help.

PROGRAM NOTES

Thoughts Inspired by Thanksgiving Week

If you think coffee rationing is a hardship...if that one cup a day sounds like a little less than nothing...here's what you'd get in some parts of the world:
BRITAIN...almost none...what little gets through goes mostly to the armed forces...civilians get some "ersatz" coffee, and not much of that.

BELGIUM...as of June 1, 1942, no coffee, tea or cocoa...about 10 cups of chicory a month.

DENMARK...about 7 cups of coffee a month.

OCCUPIED FRANCE...about 3 cups a month of real coffee; 7 or 8 cups of a coffee mixture; 10 cups of a hot malt drink; 15 cups of chicory.

UNOCCUPIED FRANCE...10 cups a month of National Coffee, an ersatz product; 3 cups of real coffee.

NETHERLANDS...about 20 cups a month of coffee, tea, cocoa or substitutes...if you could find it.

SWITZERLAND...the same as above.

SWEDEN...6 cups of coffee a month.

GERMANY...about 25 cups of coffee, tea and cocoa per month, little of it genuine.

ITALY, HUNGARY, BULGARIA...the above beverages are not rationed, but are so scarce that there is no point in rationing anyway. What little real coffee there is goes to the army and hospital patients.

GREECE, POLAND, JUGOSLAVIA...literally no coffee, tea or cocoa is to be had. And remember...these figures are just rations...which doesn't mean a thing in many places, since there are simply no supplies at all.

Have You Had Your Vitamins Today?

American laboratories are taking no chances with a vitamin-shortage among United States and allied soldiers and civilians...they're turning out great quantities to meet both present and coming requirements. To fill allied requests, three million dollars' worth of synthetic vitamins from the laboratory were bought during October by the Agricultural Marketing Administration. More B₁ and C were purchased that month than in the previous 18 months, because the health and energy of everybody engaged in winning the war, soldier or civilian, depend on the proper amount of these vitamins. Vitamin B₁, called the energy vitamin, will help to prevent an outbreak of beri-beri such as occurred in World War I. In crystal form, this vitamin is being shipped in 16-pound, waterproof containers.

Synthetic Vitamin C, the anti-scurvy vitamin, is particularly important on fronts where fresh vegetables and fruits are hard to get. It's being used in crystal form, in which it can be mixed with food, as well as in tablets.

Also extremely important in this vitamin-trio is A...called the anti-black-out vitamin, because it helps to guard against night-blindness. Fish liver oil is an important source of this, of course, and the mothers in your listening audience who are having trouble getting the youngsters to take a spoonful a day might be interested to hear that in England they often mix this oil in with oleo-margarine. It slides down easily that way, no doubt! For military use, it's sometimes added to other vitamins and made into tablets. Vitamin A is being shipped out in 55-gallon steel drums for both military and civilian use...if small Jimmy or Jane could see one of those, they'd be thankful to have nothing more than the ordinary-size bottle around the house.

Feeding a Fighting Man

Science Digest for October tells us that the man in uniform needs about 306 pounds of meat a year, as against 172 pounds for the civilian. Which means that an eight million man army alone would require the astronomical figure of two billion, four hundred forty-eight million pounds of pork, beef and lamb a year. Add to this the three billion pounds estimated necessary for shipment abroad to our allies, and the total amounts to more than one-fourth of the estimated meat production of the United States this year. All this makes it clear why the folks at home should be urged to observe that 2 1/2 pound week meat restriction. And if the meal-planner doesn't find much canned fish in her markets, it will be because the entire 1942 pack of fish already has been ordered by the Army. Along this line of thought, the homemaker can be of great help if she will use fresh fruits and vegetables whenever and wherever she finds them these days...tell her to watch especially for the Victory Food Specials. Her cooperation in this way will release great quantities of other foods for shipment to our fighting men and our allies.

Cooking in Glass and Pottery

You broadcasters can be of assistance to your listeners by suggesting ways of cooking in glass and ceramic flameware, since the WPB is encouraging this as a substitute for metalware. Since November 23rd, there's been a restriction on the manufacture of cooking utensils containing more than 20% of metal by weight, with the exception of a few items used mostly in the Army, Navy and commercial kitchens.

SPEAKING OF SPEECHES

Here's what they're saying...men who know what's ahead of us, and what we can do to help win the war. The following excerpts from recent speeches by important Americans may furnish you with helpful material for broadcasts touching on many subjects. If you would like complete copies of these speeches, you may request them directly from the Office of War Information, Washington, D. C., specifying the name of the speaker and the date of his talk...that is, with the exception of the speech by the Secretary of Agriculture, which may be obtained directly from the U. S. Department of Agriculture.

FOOD

In a speech called "The Problem of Food...America's Responsibility", Secretary of Agriculture CLAUDE R. WICKARD, speaking before the New York Herald-Tribune Forum on November 16, said:

".....Today and tomorrow, we must have enough food to feed our armed forces and our civilian population, and enough food to help our allies to keep up their fighting strength.

We must also be prepared for the task of providing food in the areas we win from the enemy.....We must be ready, and we are ready, to send the essentials of life with our troops, or right behind them. It is quite clear that this work of feeding is a responsibility of the entire group of the United Nations. It should be planned and carried out by the United Nations working together, each contributing what it can in supplies, ships and services. In the beginning, the bulk of the burden may well fall upon us, for we are the most fortunate of people in our resources.....We must, of course, use our large supplies of food wisely. There must be less waste in kitchens or dining rooms, or any place else. As a nation we have been, and still are, wasteful of food. To save food now is to help win the war. In the case of some of the foods needed so much overseas, we consumers here at home will have to tighten our belts....."

ADVERTISING

In his Armistice Day talk before the Association of National Advertisers, in New York, DONALD NELSON, Chairman of the War Production Board, said:

"We don't know and can't know exactly what the next year is going to bring us; all we can be sure of is that everything we do, in Government and in business alike, from now until the war is won, will be shaped and conditioned by the urgency of the war itself....it is true we are fighting a life and death fight, and I mean that literally.....So when we try to forecast what this coming year will be like for advertising men, we need to start by examining the ways in which advertising can be useful in maintaining our war economy and aiding our war program....Advertising, of course, is part of our communications system. As far as industry is concerned, it is an essential part. It is the means by which business can address itself to people from one end of the country to the other. It is essential, and as far as I can see, it always will be essential, to the attainment of a high standard of living. Hence it has a vital role to play in modern American life....

.....What, then, are the needed uses for advertising in our war economy?

As I see it, they are principally these. First, where a manufacturer continues to have goods to sell to the civilian market, advertising has the same role it always had, to help him sell them. Second, the manufacturer who is now selling his goods to the government instead of to the civilian, may still have a very proper need for advertising. He can very usefully, for instance, tell his former customers how to use and conserve and service the goods which he has previously sold them. Those goods in service may very well constitute the country's sole remaining stock of such articles...a stock which will have to do until the war ends....Then, there are companies which, as far as the consuming public is concerned, are virtually out of business, either actually, or through conversion to war production. Where such a company expects to return to the civilian market after the war, it has a perfect right to use advertising to preserve its name and its good will. The government

fully recognizes the propriety of reasonable expenditures for advertising to preserve the value of those assets.

Lastly, advertising has a very great usefulness as a means by which a company can participate directly in the war effort. Some extremely valuable work has been done by the national advertisers, the great advertising agencies, and the various advertising media in supporting such things as the salvage drive, for example.....The government recognizes advertising as a legitimate tool of business and believes it has a useful role in our war effort. The various restrictions which affect business, and hence affect advertising, arise from the necessities of the war situation and from nothing else....."

PRICE CONTROL & RATIONING

On November 12, speaking before the St. Louis Chamber of Commerce, LEON HENDERSON, O.P.A. Administrator, said:

"Prices and price control are never an end in themselves. Rather they are one part of the job of insuring the full mobilization of our manpower and materials to do a much bigger job.

War has three distinct effects on the average citizen...three effects which, if left to themselves, are capable of disorganizing and demoralizing civilian life and with it the production upon which victory depends. The first of these distortions is to set prices in a dizzy race one with the other, in the process that we call inflation. The second is to drain off the supply of essential commodities to the point where essential services like transportation are disorganized, or where the struggle for existence becomes an endless competition with one's neighbors to get the food and clothing necessary for survival.

And the third is large shifts in population...an exaggerated demand for housing in the key areas of war production, and as a consequence, a rich opportunity for gouging of **exorbitant** rents. The Office of Price Administration during the past year has been given the responsibility for preventing each of these

distortions.....Rationing is merely the fair distribution of those commodities which war has made scarce.....We now know that rationing is something in the proper circumstances to be welcomed rather than avoided. We now know that it assures rich and poor alike of an equal chance to divide what is availableToday there are in the United States 5,600 war price and rationing boards, committees of your neighbors and my neighbors who are doing this job. I believe no group of citizens is doing more to win the war than those who, in your community and mine, are distributing the supplies of scarce essentials so that all may share alike. More goods will be rationed in the future...how many I do not know. But I can promise you that your neighbors and my neighbors will do a good job and a fair job. We shall have difficulties. But the job will be done and done well. Our third job is on prices.....In April the Office of Price Administration took the only step which was as drastic as the problem we faced. We issued the General Maximum Price Regulation and called a halt on all prices we could legally control. This regulation set as the upper limit the highest prices charged by any seller during the month of March. Since that time the forward thrust of prices has been stopped....."

On November 19, LEON HENDERSON spoke twice in Boston. In the first of his appearances, before the New England Council and Boston Advertising Club, he said:

"I have been asked what the big news of 1943 would be from the standpoint of civilian wartime living. First, it is safe to say that we can look for an extension of rationing in 1943. I do not mean merely an extension of our present methods to an increasing number of articles. I mean new rationing techniques. One new technique, of course, is a system of point rationing for related groups of commodities. That system, as you know, will be applied to meat rationing when it starts this winter. Second, increased simplification and standardization will go hand in hand with price and rationing controls in 1943.....Don't be surprised to find an increasing amount of grade labelling during the months to

come....." Later that same day, Mr. Henderson spoke at an Anti-Inflation Rally sponsored by the City of Boston, and said:

"Here's the story of where we stand today. If the Office of Price Administration issued communiques on the war against inflation, the first one would read like this:

1-The rapid, erratic price rises of last spring have been halted.

2-Strong price measures in this war have already saved the government nearly 20 billion dollars on the basis of our experience with prices during World War I.

3-By holding our present line, that saving to the government will be increased to 78 billion dollars by the end of next year.

4-Without OPA controls, industrial prices would have been 50 per cent more than they now are. In other words, your government is now getting one "free" plane, gun, tank or ship out of every three it receives, compared with what it was receiving after three years and two months of World War I.

5-From the standpoint of the family buying, OPA price ceilings are saving money for consumers at the rate of nearly 8 1/2 billion dollars annually, compared with the price pattern in World War I.

6-That figure will reach an annual rate of 24 billion, if we hold our present price levels until the close of next year.

7-More than one-half the total population of this country knows today that the rent that they pay for their homes has been stabilized for the rest of the war.

.....The General Maximum Price Regulation is not our final solution to the price problem.....We are now moving into a new offensive.....We will replace much of the General Maximum Price Regulation and others of our regulations by simpler, more definite ceilings.....We are undertaking a stricter enforcement program to punish all violations of our regulations, both price and rationing, which we are able to detect....Finally, the effectiveness of rationing and price control or rent control in the last analysis must depend not upon government

enforcement, but upon the cooperation of the great civilian public....."

RUBBER

On November 20th, before the Grocery Manufacturers of America in New York, Rubber Director WILLIAM M. JEFFERS, said:

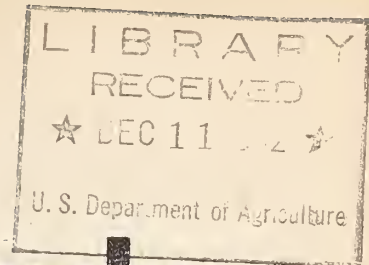
"Secretary Wickard has popularized a very true slogan, 'food will win the war and write the peace'.

"My purpose today is to point out to you that food will do these things only when it is in the hands of the ultimate consumer. It's the bird in the hand, not the bird in the henhouse, that counts. Our six million farms can produce to the last acre; they can grow more of everything than ever before, given sufficient manpower and equipment, but unless we transport that food from the farm to the market, and from the market to the table, we can have hunger in the midst of plenty. Thus the transportation of food is a vital part of the war effort. Practically all of it, in its preliminary steps at least, must travel on rubber. We must provide the tires to keep those trucks rolling, just as we must provide the tires to get our workers to their jobs and back home.....

"No magic is going to solve our rubber problem. It is going to be done by careful conservation by all the people. There is no other course open to us....."

Reading the foregoing, it appears that everybody has got to help in every possible way. You radio people can be of tremendous assistance by getting that message across to your listeners.

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Radio Round-up on food...

A Service --
For Directors of Womens Radio Programs

Washington, D. C.
December 4, 1942 No. 27

WARTIME FOOD BULLETINS

Here's information...and it may be news to some of you...about the important subject of wartime foods. AMA took over, beginning December 3, the weekly issuance of the current reports on foods that are best buys from the point of view of the homemaker. These reports have been going out for some time from the Office of Price Administration, based on purchases and market observations by representatives of the Quartermaster Corps. This change has been made at the request of OPA and under the new arrangement these Wartime Food Bulletins will be issued on a local basis, which should make them of very practical help to you. They will contain information on current supplies and price trends of fruits, vegetables and such other food products as the regional offices of AMA can adequately cover. Featured will be products in liberal supply, at reasonable price, of good quality, together with mention of seasonally new products, and those which are nearing the end of their season. If your program is one dealing with foods, these reports should help you to do a better job. Whatever branch of homemaking or subjects of general interest to women you may touch on in your broadcasts, however, we feel sure you'll find this information of value.

It may be you've been receiving these reports from OPA anyway, but now they are to go out from most of the cities where AMA maintains a Fruit and Vegetable Market News Office, which means that several cities are added to the list. Following are the names of the cities in which these Wartime Food Bulletins are to be issued.

Atlanta	Detroit	Philadelphia
Baltimore	Fort Worth	Pittsburgh
Boston	Kansas City	Portland
Chicago	Los Angeles	St. Louis
Cincinnati	Minneapolis	San Francisco
Cleveland	New Orleans	Seattle
Denver	New York	Washington, D.C.

If you want this service and don't receive it, write to Agricultural Marketing Administration, Washington, D. C.

US Department of Agriculture
Agricultural Marketing Administration

SERVE 'EM FRESH

The necessity for saving tin...the importance of sending supplies of vegetables and fruits to our armed forces and our allies, in the lightest and most compact form...the effort to relieve labor and transportation shortages...all these have presented the homemaker with certain problems which have never concerned her much before. Rationing is becoming a common word in every vocabulary...we frequently run up against a lack of familiar canned foods on the grocers' shelves...and there's a real necessity for a quick readjustment of our shopping habits and our menu-planning. One thing every woman can do is to make use of all the fresh vegetables and fruits she can find in her local markets. Maybe it means serving mashed turnips instead of that extra-special brand of canned peas she used to fall back on when fresh ones weren't obtainable; possibly it means a simple fruit cup made of the citrus fruits every grocery has in abundance now, instead of the gingerbread with whipped cream which is the family's favorite dessert. You broadcasters can help every woman who listens to your programs by keeping abreast of your local market supplies, doing a bit of extra research in that library of cook books you've been accumulating, and making frequent suggestions in your programs concerning these problems of homemaking.

The designation of fruits and vegetables by AMA as Victory Food Specials is made with this idea in mind...those are the foods which are abundant and which everybody should buy, not only during the period of the actual observance, but for as long a time as they're found in the markets in good quantity. For instance, the current VFS, grapefruit and tangerines, fits into fall and winter menus perfectly. The tart, fresh flavor gives a pleasant contrast to heavier, cold-weather meals. That fruit cup can come at the beginning, as an appetizer, or at the end of dinner, as dessert...or in the middle, as a salad. Almost any fruit can be served as a meat accompaniment, either fresh, or spiced. Nobody has to encourage the eating of fruit pies...they're favorite desserts in the family. Then, with breakfast, both fruits and fruit juices have an important place.

As for fresh vegetables...the root vegetables will be found in generous supply in most markets at this time of year, and these make delicious salads, with a touch of tart dressing...combine into nourishing soups...many of them can be served raw, as appetizers. Vegetables can be included in good quantity in meat pies and stews, to make the meat go farther.

Enclosed is a copy of a bulletin just released by the Office of Price Administration in Washington, containing very practical suggestions about selecting and serving fresh fruits and vegetables. This is information you may like to pass along to your listeners. We've already sent you both the bulletins prepared by the Bureau of Home Economics which are mentioned therein: "Root Vegetables in Low Cost Meals" went out with the July 17th ROUND-UP; "Green Vegetables in Low Cost Meals" with the October 2nd issue. We feel this new bulletin completes a helpful trio.

GRAPEFRUIT GOES TO WAR

Broadcasters...here's another good reason for emphasizing the importance of using plenty of fresh grapefruit...and, incidentally, oranges as well. A recent OWI release states that the War Production Board has taken action to assure an adequate supply of canned citrus fruit and juices to the armed forces and our

Allies. Canners have been directed to set aside various percentages of their 1942-43 pack of grapefruit segments, grapefruit juice, orange juice, and blended orange and grapefruit juice combination, by Supplementary Order M-86-a, as amended on November 23, by the Director General for Operations. A total of more than 6 million cases (on the basis of 24 standard No. 2-1/2 cans) is involved. You may not want to stress too much the inescapable fact that this means fewer cans of these foods on the grocers' shelves...rather play up the adaptability and the nutritive value of the fresh fruits, and encourage their use, particularly during the period of the Victory Food Special.

CHRISTMAS GIFT FOR A PRISONER OF WAR

As the Christmas season approaches, you might like to point out in some program that the most welcome gift many an American prisoner in the Far East will receive is a gift of food from the Red Cross...food procured by the Agricultural Marketing Administration, and earmarked to feed American and allied prisoners of war and victims of invasion.

The supplementary food for both American and allied prisoners of war is being sent on the exchange ship GRIPSHOLL, and consists of dry whole milk, butter and concentrated citrus juice, packed in individual parcels. Prisoners of war and civilian internees held by Germany and Italy are also receiving similar gifts of food.

AMA foods are putting in their appearance all over the world these days... 274,000 cases of evaporated milk from AMA stocks went in a Red Cross shipment to destitute children in unoccupied France, before the complete occupation of that country by Germany. War orphans and other refugee groups in Egypt and the Middle East are getting nourishing food such as beans, canned tomatoes, grapefruit juice, cane syrup and molasses, oatmeal, enriched flour, rice, dehydrated soup, powdered milk and oleomargarine. A number of other foods have been procured for the Red Cross by AMA for other war areas...including rolled oats, enriched wheat flour, evaporated and dry milk, canned pork sausage, lard, syrup, canned and concentrated citrus juice, canned tomatoes, and the important Vitamin C tablets.

The AMA is working closely with the Red Cross in procuring food for these shipments...acting as purchasing agent, or selling from its own stocks, and delivering the food right to the ship. The Red Cross arranges for overseas shipping, and acts as Santa Claus after it arrives...and every container is marked as a gift of the American people through the American Red Cross.

The woman who's worrying about her Christmas shopping...or about not being able to buy whipping cream for dinner dessert...well, perhaps she's the one to whom you might like to address your broadcast.

PROGRAM NOTES

Blue Stamp Foods For December

Here are the Blue Stamp Foods for December, this list effective from December 1 to 31, inclusive. Fresh vegetables and fruits come at the head of the list (apropos of the suggestions made elsewhere in this issue of ROUND-UP), with fresh grapefruit mentioned specifically. This, as you know, is the current Victory Food Special. Apples, which fit into the menu in so many ways, are also listed. Both sweet and Irish potatoes are included, and dry edible beans...the latter will go a long way as a replacement of meat, remember. The other Blue Stamp Foods suggested for this month are: shell eggs, corn meal, hominy (corn) grits, and various flours.

The eligible retail food stores participating in the Food Stamp Program certainly should be able to supply nourishing wintertime and wartime diets based on this list of Blue Stamp Foods.

Bundles for Shoppers

That's what it's going to be from now on, according to the recent order from the OPA, which authorizes curtailment or elimination of a number of the shopping conveniences that most people take very much for granted. Your local stores are probably running ads right now, asking patrons to carry their own packages unless they're very heavy or bulky. When it comes to groceries, most shoppers can arrange to carry them home without too much difficulty...it may mean two trips to the store instead of one...or taking a youngster or two along to help. Everyone must remember that trucks and tires are precious these days, and you'll be doing good work if you encourage people to do everything possible to save them. You might suggest the formation of shopping clubs in individual neighborhoods; another helpful suggestion is that the women at home do their shopping early in the day, leaving the late afternoon hours for the men and women in business, who have to shop after work. Remember...luxury services must be eliminated if essential services are to be maintained.

"Food is a Weapon"

That is the name of a 15-minute transcription for radio recently released by the Agricultural Marketing Administration, which was written by Millard C. Faught of this organization. It's in the form of blank verse, with a fine musical background and sound effects, and the principal voice is that of Ted DiCorsi, the well-known radio actor. When this dramette was presented in the Department of Agriculture Auditorium last week, much enthusiastic comment was heard. While it may not fit into your program, it would doubtless be of interest to all those who listen to your station, and we hope you will have an opportunity to hear this recording. It is available through AMA offices in each state.

The Book Everybody Needs

War Ration Book One should be in the hands of every person over 15 years of age, and the Office of Price Administration has set December 15th as the last date on which application may be made for it, except under a certain few conditions. You broadcasters might like to make mention of this in your programs during the next week or so, reminding your listeners that this book is necessary to purchase both sugar and coffee. Not only is it necessary for buying these two foods, but will have to be presented to local boards around the first of the year in order to receive War Ration Book Two. The person who doesn't have a sweet tooth or a taste for coffee may not have been interested in the first book of this series, but volume two is almost sure to be important to everybody...don't let them forget it!

Wickard Sets Food-For-Freedom Goals

The Secretary of Agriculture announced on November 30th the setting of the 1943 goals calling for the highest production in the history of American agriculture. Because of the importance of this announcement, and the fact that you may wish to use some of the details on your program, we are making it the subject of a supplemental story, which you will find attached.

CONSUMERS' GUIDE FOR DECEMBER

The December issue of Consumers' Guide contains much worthwhile information, presented interestingly, some of which you might find very timely for program use. Here's a brief resume of the contents:

Sweden Rations Food...War forces even a neutral to parcel its goods carefully among its citizens, and Sweden shows some new ways to do it.

How Do You Rate as a Transportation Saver?...A quiz which you can try on yourself or your neighbors.

Tire Inspection is Here!...Full information about an important subject.

Sure We'll Share...Explaining by cartoons the importance of sharing the meat.

Britain Punishes Her Black Sheep...There aren't many, but when they bob up, public opinion deals sternly with people who get around rationing and price control.

Consumers' Bookshelf...Helpful reading for homemakers, teachers, and others, on rationing, conservation, ceiling prices, ARA food programs, and food in general.

An added feature these days is "OG NEWS LETTER", a separate leaflet which is supplied as a wartime supplement to Consumers' Guide, containing last-minute news. The December issue touches on mileage rationing, coffee rationing, price ceilings, meat-grading, rent leases, and new taxes. Don't miss it.

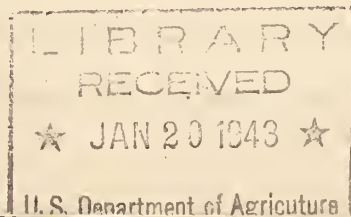
You can get this issue of Consumers' Guide by writing to the Department of Agriculture, Washington, D. C.

SECRETARY WICKARD ANNOUNCES 1943 FOOD-FOR-FREEDOM GOALS

Secretary of Agriculture Claude R. Wickard has announced the establishment of Food-For-Freedom goals which call for the highest production in the history of American agriculture. These goals will shape next year's U. S. farm production to the needs of the United Nations. At the same time, the Secretary announced a price support program which pledges the Department to work out and maintain a price policy during the year which will give maximum price assistance to the production, so far as possible. Sharp emphasis will be laid on the production of crops and livestock most essential to the war effort, though in general, the goals are aimed at maintaining or exceeding the record production of this year. The goals and price support programs for 1943 were considered by the Foods Requirements Committee, of which Secretary Wickard is Chairman.

The Secretary said: "...The role of American food in the war strategy of the United Nations puts the farmer on the front line, and dictates the trends of our 1943 farm production program...Furthermore, as the United Nations' offensive progresses, we shall have the added responsibility of furnishing food for the people in the countries freed from the Axis yoke. We shall need to use our food to rehabilitate the people in these countries so that they will be able to join us in the war against the aggressors. We must not fail to keep faith with these people."

Mr. Wickard went on to say that the Department of Agriculture had pledged its full resources in helping farmers meet the task ahead in 1943. The difficulties relating to farm labor, machinery, fertilizer and other supplies can be met only by working together, he said. In regard to the important problem of farm labor,



the Secretary announced plans to make labor available in six ways:

1. By the shifting of workers from non-essential into essential crops.
 2. By the retaining of essential key operators and workers on farms, through changes in deferment and employment policies of the Selective Service System.
 3. The transportation and training of workers from surplus areas who can become year-round workers in the more diversified areas, particularly the dairy regions.
 4. The transportation of seasonal workers to work in the harvest of specialty crops.
 5. The use of high school youth during the summer months.
 6. The use of volunteer city people to aid during the critical harvest seasons.
- Further assistance will be given to small farmers through continuance of the program for providing them with loans and technical assistance.

Secretary Wickard continued: "We shall remember that agriculture's claim on critical materials must be weighed against the schedule for producing implements of war...guns, tanks, planes, and ships. Consequently, our claim on critical materials must be judged by the most essential uses in producing, processing and transporting food. The food goals for 1943, therefore, reflect the need for foods of most value in the wartime diet. They call for all the milk we can produce, more meat and eggs, more feed grains to support increased livestock production, more dry beans and peas to supply the proteins needed in our diets, more poultry to supplement our supply of other meats, more of the vegetables that are essential because of their high food value, more oil crops, and more long staple cotton. Because we cannot waste labor and scarce production supplies on crops of which we already have large supplies, we are asking for less wheat, and less short staple cotton, and less of the vegetables that require the most extensive use of

labor, transportation and other facilities in relation to their food value."

Milk and Dairy Products: One of the most critical needs in 1943 will be for milk and dairy products. The lack of skilled dairy workers will be the chief obstacle to the production of all the milk that could be used next year. The 1943 milk goal has been set, taking into consideration all production and demand factors, as well as the difficulties facing dairymen...and the figure is 122 billion pounds.

Meat Animals: The goals for livestock production, beef, pork, lamb and mutton, call for over 2-1/2 billion pounds of meat...approximately 16 percent more than was produced in 1942. Military and Lend-Lease requirements will take about one-fourth of the total supply.

Poultry and Eggs: Poultry producers are asked to help supplement the nation's meat supply by producing four billion pounds of chicken, and 560 million pounds of turkey to be consumed as meat. This is 28 percent more chicken and 15 percent more turkey than the estimated 1942 production. The egg goal calls for an 8 percent increase, with emphasis on layer production per layer.

Vegetable Oil Crops: The acreage goals for the oil crops...peanuts, soybeans, and flaxseed...have all been increased over the 1942 goals. The soybean acreage goal is 10-1/2 million acres, 1-1/2 million acres over last year's goal. The peanut goal is 5-1/2 million acres, compared with less than 4-1/2 million acres harvested in 1942. The flaxseed goal is 5 million acres, compared with a 1942 planted acreage of a little more than 4 million.

Feed Grains: To assure adequate feed for livestock, the acreage goals for feed grains, including corn, oats, barley and grain sorghums, are about 1-1/2 percent larger in total than the 1942 acreage of these crops.

Dry Edible Beans and Peas: Sharp increases are asked in the output of dry beans and dry peas, both of which supply protein in the diet. The dry bean goal is 18 percent more than the 1942 acreage, while the dry pea goal is 25 percent above the 1942 level.

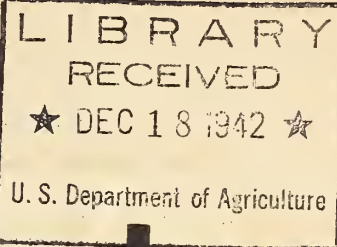
Commercial Truck Crops: The goal for commercial truck crop production is about the same as 1942, with increases asked for the more essential crops and decreased acreage for the less essential.

Potatoes: The 1943 potato goal is 10 percent above the 1942 acreage.

Sugar Beets and Sugarcane: As in 1942, there will be no limitation on plantings of sugar beets and sugarcane in 1943. The recommended acreage is substantially the same as the high level of 1942.

Wheat: Supplies of wheat are considerably in excess of current needs, and wheat producers whose land and equipment are suitable to growing other crops more vital to the war effort already have been requested to under-plant wheat allotments.

Secretary Wickard said further: "The food resources of all the United Nations were considered fully before the U. S. farm goals were established. The goals represent the minimum requirements for food produced in this country. These requirements...for our own military forces and for our Allies...now represent about one-fourth of the estimated total food production in 1943."



Radio Round-up

on food...

A Service --
For Directors of Women's Radio Programs

Washington, D. C.
December 11, 1942-No. 28

THE RESCUE OF THE CHRISTMAS TREE

Like the heroine of the oldtime melodrama, saved from the onrushing train just in the nick of time, the 1942 Christmas tree has been saved from the wartime regulations affecting production, distribution and sale of goods and services. This was announced on December 2 in a joint ruling of the WPB, the OPA, and the ODT. The Office of Defense Transportation, however, has directed that only box cars be used for shipment of the trees, instead of gondolas and flat cars. Also, the request has been made of producers and distributors that they exercise care to avoid unnecessary use of rubber and gasoline for truck transportation.

Shortage of labor was the real villain of this piece, if you can call it a villain. Many of the usual Christmas tree cutters are now cutting firewood, lumber and other products directly needed in war industries. Ironically, the use of ever-green trees as a symbol of Christmas began in Germany about four centuries ago, when the head of the house took his axe and cut a tree from the nearby forest. Today most of us go no farther than the corner grocery to pick up the family Christmas tree..never thinking of the many hands through which it passes before it stands in splendor in our living room. There are woodsmen, teamsters, truckmen, railroad men,, wholesalers and retailers who take the minor roles in the drama of the Christmas tree. This year the WPB urges that all producers of trees and owners of timber avoid the employment of manpower that would otherwise be engaged in essential war work.

Growing a crop of Christmas trees has for many years proved a source of extra cash for farmers who own some woodland. The popular Christmas trees are true firs, or balsam, spruce and Douglas fir...with a smaller percentage made up of hemlock, cedar, pine, and others cut locally, for local markets. For a time it seemed likely that local markets would be the only outlet this year, but now it appears that in some areas people may be able to get their favorite variety of Christmas tree, whether it comes from New England, the Great Lakes Region, or the Mountain and Pacific Coast States. Furthermore, the price of Christmas trees shouldn't have gone sky-high either, because, while OPA has exempted them from the maximum price regulations, they've asked that prices be held at the level of last year. Here's hoping everybody can locate that box of left-over tree trimmings.

US Department of Agriculture
Agricultural Marketing Administration

THE DAIRY INDUSTRY AND THE NEEDS OF WAR

The dairy industry of this country is gradually adjusting itself to a war-time basis, and is preparing to meet greater demands and the new problems ahead. This is the statement of Tom G. Stitts, Chief of the Dairy and Poultry Branch, Agricultural Marketing Administration, and was made at the annual meeting of the National Cooperative Milk Producers Federation in Chicago on December 2nd.

Two fundamental changes in the dairy situation are at the bottom of most of the problems which have arisen and are likely to arise, Mr. Stitts said. One has been the tremendous demand for dairy products, a demand that is beyond the physical ability of the industry to meet. The other is the establishment of Government controls, largely price controls, which are necessary as a part of our over-all war program in this country.

Mr. Stitts went on to say that America's dairy industry has been shifted from a self-sufficient basis as far as dairy products are concerned, to one of the leading export nations of the world. With respect to cheese, for example, before the war our imports amounted to 50 to 60 million pounds a year. It is estimated that in 1943 we will have to export more than 400 million pounds. The largest yearly production of cheese we've ever had was 600 million pounds, and with the export demand taking about 2/3 of this, plus our increased domestic demand, our output of American cheese over pre-war levels would have to be practically doubled...a level extremely difficult to obtain. Spray process skim milk powder is another product for which war demands have been especially large and are causing major changes in the industry. While war demands for butter have been relatively light, due to the fact that milk has been drawn away for other uses, production has not kept pace with increases in demand or requirements.

An important part of the war demand for milk and milk products comes from our own military and naval forces, Mr. Stitts pointed out. The average man in the Army consumes much more milk equivalent of dairy products than the average civilian. This means a higher demand for butter, ice cream, fluid milk and other dairy products. It means a well-fed and healthy Army and Navy, but it has the net effect of adding to our demand for dairy products rather than taking away from it when more men go in the Army.

When these war demands are added together, they amount to approximately 18 billion pounds of milk equivalent. Lend-Lease demands alone amount to as much milk as was used before the war to produce all of our condensed milk, evaporated milk, and ice cream. The civilian demand for milk and milk products will almost surely be the largest on record, Mr. Stitts said, due to high employment levels and good wages. It has been estimated civilians will be willing to purchase between 120 and 125 billion pounds of milk in the form of various dairy products in 1943. The amount needed to satisfy over-all requirements during 1943 is 140 billion pounds of milk...a production figure which is admitted to be unattainable, according to Mr. Stitts. The 1943 milk production goal has been set at 122 billion pounds, and while this is short of the anticipated demands, it is enough to meet all war requirements and to maintain domestic consumption at about the average level of the 1935-39 period.

Mr. Stitts said further that production of milk on farms is undoubtedly affected to an important extent by prices, and in order to achieve the 1943 production goal, the Agricultural Marketing Administration through purchases of dairy products will support the prices of dairy products at ceiling levels. He stated also that

distribution is another major problem...determination of the particular dairy products into which available milk should be made, and the distribution of the foods produced. War demands come first, and every step must be taken to fill the requirements for Army, Navy and Lend-Lease.

Mr. Stitts concluded by saying that there are many matters of policy and procedure that must still be decided in order to aid the dairy industry in meeting its full wartime responsibility.

CHICKENS FOR VICTORY

With the approach of Christmas and holiday vacations for the youngsters, there's an opportunity to do some important promotional work in regard to the necessary increase in the production of poultry and eggs. You doubtless noticed when reading Secretary Wickard's Food for Freedom Goals (outlined in last week's Round-Up), that a call has been made for nearly 5 billion dozen eggs, 6 percent more than in 1942. As for poultry...in order to meet the demand for chickens and turkeys to use in place of red meat, over 4-1/2 billion pounds have been asked for...an increase of about 28 percent over this year. All of which adds up to lots of poultry and lots of eggs, no matter which comes first!

Perhaps you're wondering how the young people can help out. Well, if you're familiar with the work of the 4-H Clubs, you probably know. In case you're not... here are a few more figures that will tell the story. A million and a half 4-H Club farm boys and girls mobilized last April for an all-out war program, and when a survey was made in November, here's what they were found to have turned out: 6-1/2 million chickens; 300,000 hogs; 3 million bushels of vegetables; and many more important wartime foods. That certainly indicates what the combination of head, heart, hand and health...the famous four H's...can accomplish.

You broadcasters in rural areas might well suggest that all farm boys and girls, whether they belong to a 4-H Club or not, start an egg and poultry project, which they can carry on in out-of-school hours. The Christmas holidays would be a good time to make their plans, get their equipment ready, place orders for chicks, and contribute the extra help that will be necessary in these days when there's a shortage of farm labor. Remember, too, that it's practically impossible to get new equipment now...they'll have to use their ingenuity in getting the most out of what's already on hand. Of course it will mean hard work, and many of the young people may feel they're entitled to a real vacation from the busy days of school. Every boy and girl wants to do his or her share in helping to win the war, however, and these much-needed foods can certainly be regarded as weapons of war.

THE OPA AND THE BUDGET

Price Control on Foods

Many of you are doubtless working with food accounts, and in these days of constant change in the food picture, it may help you to have some definite information. So far as certain essential foods are concerned, it's reassuring to know that the temporary, 60-day ceiling prices fixed by OPA, which expired on December 3, have been extended, until such time as specific dollars and cents ceilings have been set.

As you know, ceiling prices of certain commodities were frozen at the highest level at which they were sold by each individual firm during the period from

September 28 to October 2, 1942. The foods covered by this Maximum Price Regulation include: butter, cheese, evaporated and condensed milk, eggs, poultry, (except turkeys), flour, cake mixes, fresh citrus fruits (at retail only), canned citrus fruits and juices, cornmeal and hominy. Specific regulations have been issued already on onions, potatoes, turkeys and dry edible beans.

Price Controls on Refrigerators

At an early date, a price regulation will be issued by the OPA which will mean a great deal in saving to consumers and householders buying ice boxes. The action will establish specific dollars and cents prices for sales made by manufacturers and dealers, and will cover all sales of non-mechanical domestic refrigerators. This measure will replace the General Maximum Price Regulation's control over the sale of ice boxes, which are now held to the highest March prices. The new measure will specify precise maximum prices for each model now on the market, and in some instances, will bring a lowered price, as the March price has sometimes been found to be excessive.

PROGRAM NOTES

How Many Eggs in a Pound?

In connection with "Chicks for Victory", in this issue, it will be of interest to many of you to have information about the cost of eggs per pound. A dozen standard size eggs weight 1-1/2 pounds and contain 1.25 pounds of liquid eggs. So, when a homemaker pays 60 cents a dozen for eggs, she is paying 48 cents a pound for the liquid eggs.

Easy With Those Eggs!

And the following information might be regarded really as a postscript to the above-mentioned story...it concerns the careless handling of eggs. It has been estimated that the average annual loss of eggs from this reason amounts to 4 to 5 percent of the entire production. Taking as a basis our 1943 goal of nearly 5 billion dozen eggs (specifically, 57,360,000,000), a 5 percent loss through careless handling would mean almost 3 billion eggs. Tell the boys and girls to be careful...not to carry all their eggs in one basket...unless it has a very strong handle!

Add Water and Serve

That's all anybody will have to do to enjoy a new dehydrated soup that's just been developed by the Agricultural Research Administration. It's pre-cooked, and can be prepared in just about 120 seconds, because it's necessary only to stir a small amount of the dry soup mix into cold water, bring it to a boil, and serve it. This new soup is made of pea meal, (derived from wrinkled varieties of dry peas), soybean grits and dry skim milk, and because its protein content is around 35 percent, promises to be an ideal supplement to meat. The AMA plans to use this new soup on the School Lunch Programs, and it shows promise as a desirable concentrated food for war shipments. Eventually it will appear on the family dinner table, no doubt, but the overseas demand will be given first consideration. Thought you'd like to know about some of the things we can look forward to.

Those Turkey Ceilings Again

The OPA has ruled that even the turkey brought to your kitchen door by a farmer comes under the ceiling price regulation. On direct sales from farmer or processor to consumer, the ceiling is the highest permitted retail selling price prevailing in the city, town, or hamlet nearest to the seller's farm or plant.

Food for Growth

We're enclosing a recent publication of USDA, a leaflet bearing the above title, and the subtitle "Food for Freedom." It carries an appeal to boys and girls from 9 to 12 to do a job for Uncle Sam by eating right...plenty of milk, vegetables, fruit,...the energy foods, and the building foods. Also you'll find in it a chart which outlines an ideal diet, and covers a four-week period. This might be an incentive to the youngsters to cooperate with mother as well as with Uncle Sam in eating the good nourishing foods they should have. Your listeners can get a copy of this leaflet by writing to the U. S. Department of Agriculture, Washington, D.C., and asking for "FOOD FOR GROWTH."

CORRECTION

In last week's Supplemental Story on Secretary Wickard's 1943 Food for Freedom goals, we made an error involving many billions of pounds of meat! On page 3, in the paragraph headed "Meat Animals," the figure "2-1/2 billion" pounds of meat should be "over 25-1/2 billion".

POINT RATIONING

Early in 1943, each of us in the United States will receive a new War Ration Book. This will be called War Ration Book Two, and will be used for new rationing programs which may become necessary. War Ration Book Two will be used to secure goods that will be rationed under a new system known as the point system. OPA has issued a complete explanation of this system, and we are passing on most of it to you, for such use as you care to make of it in your programs.

Cereals are used as an example of a commodity group for which point rationing would be necessary if a shortage developed. This is entirely illustrative; rationing of cereals is not contemplated.

The point system will be used to ration meat, but meat was not used as an illustration because point values and other factors cannot yet be determined. It is not possible to announce at this time all the commodities which will be rationed under the point system. Speculation about other commodities to be handled by this system is likely to lead to hoarding.

What is Point Rationing?

"Point rationing" is a system of rationing a group of related or similar commodities which can be substituted for one another in actual use.

Cereals, for example. Oatmeal, cornmeal, cornflakes, wheatflakes, bran flakes and grits are "related" commodities which can be substituted for one another in the daily diet, if necessary. If these were to be rationed, the point system would be used.

Point rationing will not replace straight coupon rationing of sugar, gasoline and coffee. The point system and War Ration Book Two will be used for certain new rationing programs. The straight coupon system may be used for other new rationing programs where suitable.

Why Is the Point System Necessary?

The point system will be used to ration certain commodities for which the straight coupon system is not suitable. It would provide a fairer and better system of rationing certain kinds of goods, such as cereals or meats, than straight coupon rationing would in the case of such products.

The simple coupon system was selected for rationing sugar because:

Sugar is something almost everyone uses. It is a standardized article, usually of one grade, and commonly sold in packages of one pound or several pounds.

There is a large enough supply to give everyone a share big enough to be useful.

There is no widely-used substitute that could be exhausted by people rushing to buy it in place of sugar, no danger of working a serious hardship on many people who made extensive use of the substitute.

The same conditions are true for gasoline and coffee:

But these conditions do not hold true for certain other kinds of commodities, such as cereals. (The following example is purely hypothetical; rationing of cereals is not contemplated.)

Suppose there was a shortage of branflakes.

Suppose the Government were to ration branflakes the way it is rationing sugar--an equal amount for everyone each month. Because of the shortage and because branflakes would thus be allotted to many people who don't eat them regularly or at all, the result of rationing branflakes in this way would be very small share for each individual--just a few ounces a month--too little to do anyone any good.

This might mean a buying rush on cornflakes by those who usually eat branflakes, thus creating a shortage of cornflakes--or a rush for cornmeal, oatmeal or wheatflakes to replace branflakes in the diet of those accustomed to eating them. These cereals might quickly disappear from stores on a "first-come first-served" basis. Many people would not get any of these cereals at all. Obviously, this is an unfair and undemocratic method of sharing the supply.

But under point rationing...

All these cereals--cornmeal, oatmeal, cornflakes, wheatflakes, bran-flakes and grits--would be grouped and rationed together. And this would include packages of all sizes, all grades, and all bulk cereals.

Although dividing the supply of any one of them would have given each individual only a small share, dividing the total supply of all of them gives each individual enough for his basic cereal needs. This gives everyone a fair and large-enough-to-be-useful share of the total supply.

The consumer would use War Ration Book Two for all these cereals and would use his point ration stamps to buy the cereals he prefers.

How Does Point Rationing Work?

In a point rationing program, the Government will group together a number of similar or related commodities. The same ration coupons will be used to buy any of these commodities.

Everyone in the country will be entitled to use a certain number of points each month out of War Ration Book Two, to buy the commodities in the group. Each consumer may buy in any store he likes.

The Government will give each commodity in the groups a "point-value."

A low point-value will be given to the commodity which is most plentiful as compared with the usual supply and demand for that commodity.

A high point-value will be given to a commodity which is much scarcer than usual.

A point-value somewhere between the two will be given to a commodity when the supply and demand are expected to be somewhat less than usual.

War Ration Book Two contains four pages of blue stamps and four pages of red stamps. Each color will be used for a different point rationing program. Each page contains 24 stamps lettered and numbered. The stamps run from A to Z. The numbers are either 8, 5, 2 or 1.

Suppose the Government is rationing a group of similar or related commodities such as cereals, and there are 5 different commodities in the group, cornflakes, wheatflakes, oatmeal, grits, branflakes.

Suppose the supply of cornflakes is about as plentiful as usual; the supply of wheatflakes is a little less than usual, oatmeal quite a bit scarcer than usual; grits much scarcer than usual; and branflakes very scarce, hardly available at all.

The point-values assigned by the Government would be somewhat as follows:

Cornflakes	1 point
Wheatflakes	2 points
Oatmeal	4 points
Grits	8 points
Branflakes	11 points

And suppose each individual's share of the commodities in this group is set at 48 points per month, and the Government said the blue stamps in War Ration Book Two were to be used for these commodities.

The stamps that would be used when buying the commodities in this group will be the blue stamps, and for the first month you would use the A, B, and C blue stamps.

Adding up the point values of the four blue A stamps--the 8, 5, 2, and 1--gives a total of 16 points. Similarly, the four B stamps total 16 points and the four C stamps total 16 points.

Or the blue A, B and C stamps together total 48 points, your ration for the first month.

(The numbers on the stamps are the points, the letters signify the time period when the stamps may be used--three letters during each month, in this example.)

When you buy any of the items, you must surrender to the storekeeper enough point-stamps to cover the point-value of the item or items.

If you want to buy cornflakes, which has a value of 1 point, you give the storekeeper one of the blue stamps which has a denomination of 1 point (stamp A-1, B-1, or C-1.)

To buy oatmeal, which has a point-value of 4, you give the storekeeper two blue 2-point stamps, or a 2-point stamp and two 1-point stamps (for example, A-2, A-1 and B-1).

To buy branflakes, which has a point-value of 11, you give the storekeeper blue stamps totaling 11 points (an 8, a 2, and a 1-point stamp, or two 5-point stamps and a 1-point stamp.)

You should use the larger denominations first, where possible. For example, use a 5-point stamp and a 1-point stamp for a 6-point purchase, rather than three 2-point stamps. This will help you keep the smaller denominations for the occasions when you purchase low point items.

Of course, the quantity you buy will determine the number of points you must surrender.

If one pound of cornflakes had a point value of 1, then you would have to surrender 2 points when you bought two pounds of cornflakes or 5 points when you bought five pounds.

Similarly, if you bought two pounds of branflakes, which has a point value of 11, you would have to give the storekeeper blue stamps totaling 22 points (two 2-point stamps, a 5-point stamp and a 1-point stamp.)

That would be 22 points spent on a single purchase, out of your total ration for the month of 48 points.

Which brings us to the next important feature of point rationing.

Each individual may "spend" his points to buy any of the items in the point-rationed group in any way he likes.

But when he has "spent" all his points for the month, he will not be able to buy any of these items until the next month (or ration period) begins.

Those who choose to buy commodities having a low-point value will get more for their ration than those who choose to use up their points on high point-value commodities.

Each individual decides for himself how he wants to "spend" his share of points. This also gives everyone an opportunity to get a variety of the goods which are rationed.

The reason the Government would put a low-point value on the more plentiful commodities (cornflakes, wheatflakes, oatmeal in our theoretical example) is that there would be little danger that the supply would run out. The Government

would wish to encourage the use of these commodities rather than the scarcer products (grits and branflakes, in the example.)

The point system gives the Government a further method of protecting the supply of scarce commodities.

Consumer buying can be steered away from scarce items and toward the more plentiful items on a monthly basis, or more often, if necessary.

The point-value of any commodity in the group can be lowered or raised to encourage or discourage buying.

Suppose it were found that there was a sudden big demand for oatmeal, that it was disappearing much more rapidly from store shelves than the Government had expected and that at that rate it looked as if oatmeal might soon disappear entirely, before a new supply could be made available by producers.

In order to discourage part of the buying of oatmeal, the Government would raise its point-value, perhaps from 4 points to 6 points. This would discourage some consumers from buying oatmeal, steer them toward the commodities with the lower point-value--cornflakes and wheatflakes--and thus prevent the supply of oatmeal from disappearing so fast.

Or if it were found that there was practically no buying of branflakes because of its high point-value and it looked as if there would be a lot of it left over, the Government would lower the point-value to encourage more people to buy it. Branflakes might be reduced from 11 points to 9 points, or even lower.

In this way, any commodity in the group can be made more or less tempting to buy, depending upon the public's demand for the commodity.

By preventing the disappearance of any commodity in the group, the Government, in effect, assures everyone of his share of the commodity--if he wants to "spend" his points for it.

How to Shop Under Point Rationing

In buying goods rationed under the point system, you must, in effect, learn how to buy with two kinds of currency, money and point-stamps. Just as you now budget the money you can spend during each pay period, you must learn to budget

your points so that they will last for the entire ration period. If you use up most of your 48 point allowance on a few items with a high point-value, you will have to get along on less for the rest of the ration period.

If you shop for your family, you must plan the "spending" of the total number of points allotted to all the members of your family. You must not be too rigid in your planning however. It is not possible in wartime to guarantee that the storekeeper will have all your favorite stand-bys on hand at all times. There may be a smaller supply than usual, or a larger demand than was expected.

Point-values of commodities rationed in this way will be posted in the stores for you to see. Newspapers will carry lists of point values, and will announce changes in point values. Radio stations may also announce such changes. To help her shopping and budgeting, every housewife should keep her own list of point-values, and keep it up to date.

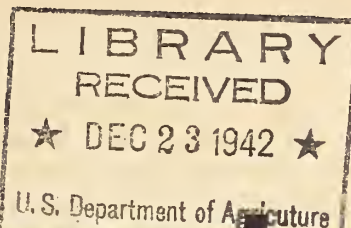
Point rationing will assure everyone of a fair share of the commodities in the rationed group. Rationing is necessary in order to supply our fighting forces with the things they need...and to help win the war!

1,942
F3R11
Reserve



Radio Round-up

on food...



A Service--
For Directors of Women's Radio Programs

Washington, D. C.
December 18, 1942 - No. 29

FOOD DISTRIBUTION TO MEET WAR-TIME REQUIREMENTS

On Thursday, December 17th, Roy F. Hendrickson, Director of the newly-created Food Distribution Administration of the U.S. Department of Agriculture, gave an important talk on the National Farm and Home Hour. Some of the suggestions he made for solving the food distribution problems ahead of us will be of interest to you. Mr. Hendrickson pointed out that two groups of people are to get the food we produce...the armed forces of the United Nations, and the civilian populations of the United Nations. The armed forces must come first, and the remainder of the food must be allocated to the rest of us on the basis of our requirements. He pointed out that we must plan and carry out a long-range program, in which all must cooperate.

The Food Distribution Administration is concerned primarily with the job of procurement, processing and distribution, but its work must dove-tail with that of the new Food Production Administration, and other government agencies, as well as farmers, people in the food trades and consumers. Mr. Hendrickson also reminded us that farmers are consumers as well as producers. Every possible step is to be taken to assure greater production, of course. The Food Distribution Administration will work with and through the food processing industries, Mr. Hendrickson went on to say. He said he had met recently with leading canners, dehydrators and quick freezers of foodstuffs, and had received their promise of all possible cooperation. He said further that the cooperation of local shippers, wholesalers, jobbers and retailers would be necessary, because these men are all partners with farmers in doing the big food job that faces us. Mr. Hendrickson pointed out also that farmers and food handlers have more to gain by orderly marketing than by helter-skelter, dog-eat-dog methods.

The concluding sentences of Mr. Hendrickson's talk were directed to consumers. He stated that rationing is not a word to shrink from, because rationing assures an equitable distribution of the available supply, holds consumption to levels that do away with waste, and assures an adequate supply of food to the armed forces. His final words were: "We must remember it will take teamwork...teamwork on the part of all...to do the food distribution job that lies ahead of us."

That's an important thing for all of us to remember, and for you broadcasters to stress in your programs directed at consumers.

US Department of Agriculture
Agricultural Marketing Administration

AMA BECOMES KEYSTONE OF FDA

As we mentioned on page 1, and as you had probably heard on the radio and read in the papers, the Department of Agriculture was reorganized last week, and has been divided into three parts...Food production, food distribution, and scientific research. The Agricultural Marketing Administration now becomes a part of the Food Distribution Administration, so don't be surprised when we begin writing about FDA. As Secretary Wickard said on the air on Friday evening, December 11: "...we have a great fund of knowledge and experience to draw from, for many branches of the Department have for years worked in the fields of food processing and marketing, and have been interested in the food problems of consumers...the Bureau of Home Economics has done outstanding work in nutrition. The scientists there have studied both human needs for food, and the best ways in which housewives can select and prepare foods.

"We will go further along these lines that are of special interest to consumers. We are going to set up a special agency to study consumers' requirements and to recommend the best methods for using the supplies which are available. I will consult that group before making allocations among military and civilian and Lend-Lease needs."

The Secretary's radio talk, in his new role as Food Administrator, covered so many important points about food production that we could hardly do better than to quote some of them. He said: "...the war is bringing the greatest demand for American food we have ever known. Next year at least a quarter of our entire food production will go either to our allies or to our own fighting men. At the same time hard-working people in this country will need more food...Food isn't really produced until it has been processed and delivered to the place where it is going to be used. None of the food problems we are up against is solved by the mere fact of creating a unified command for food...But these are the things we can do: We can weigh the requirements that must be met; we can harness all of our available resources to turning out the essential foods; we can allocate foods wisely among the necessary uses; we can use the civilian supplies intelligently, and divide them fairly.

"...There are four sectors on our food front. The groups that hold each of them must work as a team; for if we lose on one sector, we lose all along the line. The first sector is that of farm production...the second sector, food manufacturing...the third sector, that of distribution...The housewives and other consumers hold the fourth sector in our battleline of food. Next year we could win the battles of production and processing and distribution, and still end up on the short side if we fail to use our food supply wisely. You housewives will be called upon to become acquainted with new forms of food, especially now that more and more products have been taken out of tin. You will be called upon to substitute foods which are plentiful for other foods of which the civilian supply is not so large. You also will be called upon to use those substitutes in such a way that your families will be well nourished. Above all, it will be your responsibility to prevent waste... All of us, not only housewives, but everyone, must adjust our thinking to accept the restrictions which will be necessary for many particular kinds of food.

"...As long as we all work together with the full understanding of what we are up against and what we need to do about it, I am confident that through teamwork we will win the battle of food."

GRADE LABELING ON CANNED GOODS

Since the grocery-shopper can't open the can to see just what's inside, the OPA is coming to her rescue. OPA has just announced that standardized grade labeling is to be compulsory for the bulk of the 1943 pack of canned fruits and vegetables. The first items to be affected will be citrus fruits and juices, which are now being canned.

OPA is embarking on this program solely because standardized grade labeling embodies the best mechanical means of instituting equitable, effective and enforceable price control. It requires that the price program be related to standardized grades, for the protection of canners, distributors and consumers.

Government standards, set by the Agricultural Marketing Administration, are available for nearly all the canned fruits and vegetables now packed. These are in use to some extent, but sometimes such terms are "fancy," which you see on the labels of cans, do not correspond with Government-established standards. These standards are to be incorporated in the new regulations, which require that grade identity be printed on the label of every can.

The actual labeling to be used will be optional; either the Government's symbols, A, B, or C may be used, or the familiar trade terms, Fancy, (which corresponds to A), Choice or Extra Standard, (the equivalent of B), or Standard, (which equals C).

Complete inspection of the pack will be undertaken by the Agricultural Marketing Administration. From the consumer's point of view, this is a welcome step. She'll soon be sure that she's getting what she pays for. Now, whether the actual ceiling prices will be higher or lower than those now existing will have to be determined, on the basis of all factors involved in each canned fruit or vegetable packed.

OPA and the other Government agencies working on this matter have decided that compulsory grading will apply to AMA or Lend-Lease purchases, but will not be required on purchases for the armed forces. This is believed to be in the best interests of both Government and industry.

BUTTER VERSUS ICE CREAM

The recent WPB order which reduces the commercial manufacture of frozen desserts and ice cream mix 20% below the estimated 1942-43 winter output means more butter on the bread of the nation. It is estimated by the Dairy Products Section of WPB that the butterfat saved by this order will make about 3,300,000 pounds of butter during December alone. Frozen milk desserts include ice cream, frozen custard, ice milk and milk sherbert; ice cream mix means the liquid or dried combinations of the ingredients of a frozen milk dessert. We're famous for our ice cream appetites in this country, of course, so you broadcasters who are trying to help the homemaker to plan wartime meals have a grand opportunity to suggest desserts to alternate with ice cream. The fresh fruit suggestions in the December 4th ROUND-UP and the leaflet sent with it may help.

"WE NEED MORE MILK"

That was the title of a talk given on the National Farm and Home Hour on Friday, November 27, by the Secretary of Agriculture, and it seems appropriate to quote a few sentences from his talk right here, since butter and milk are as closely related as the hen and the egg. Mr. Wickard said: "...It's plain enough to everybody, of course, that we'll need more milk next year--in fact, every last gallon we can get. You can readily see why. We'll have more and more fighting men to feed...Also, we'll be sending more milk products to our allies...Then, our folks here at home would like to have more dairy products. They'll have more money to spend for food. And as we ration meat, they probably would like to have more cheese. As we ration coffee, perhaps they would like to drink more milk...our dairymen...already have boosted production...But we're asking for still more milk next year.

"Already, the Congress and various Government agencies have taken action on one of the biggest bottlenecks in dairy production; that is, on labor. They have taken steps for retaining the skilled workers on essential dairy farms...I realize that a good many workers already had left dairy farms before that action was taken. To replace those workers where needed, the Department of Agriculture is cooperating with the U.S. Employment Service to recruit and place workers on dairy farms...

"Tied right up with the labor problem is the problem of saving good dairy cows from slaughter. We're working on a plan to buy up any good cows that may be thrown on the market, and distribute them to farms that can handle more cows...I'd like to say a word about a couple of things dairymen, on their part, may do. The first thing I have in mind is to call on dairymen to hold onto as many cows as they can--to run their dairy farms up to capacity...I'd still say, of course, that if you're short of help and equipment, sell your low producers by all means. Put your labor on the cows that will return the most milk. But if you have the labor, it's patriotic to keep some of the less efficient cows if you are not able to replace them with better cows.

"Assuming we save the cows we now have, we still don't have enough to produce the milk we need under present production methods. The only other ways to get more milk next year are, first, feed the cows heavier, and second, where practical, milk three times a day...Even with all those aids I've been talking about, we still can't possibly produce all the milk next year everybody would like to have. But I'm sure dairy farmers will do everything possible within reason to turn out every gallon of milk they can next year...."

PROGRAM NOTES

Victory Food Special

You've doubtless read the announcement sent you last week of the next Victory Food Special...oranges, grapefruit and tangerines. This VFS will be in the spotlight...perhaps we should say lime-light!...for the period from January 7 through January 16, and you'll probably want to start talking about it just about the time you're saying "Happy New Year." ... It's practically a continued story for grapefruit and tangerines, since these two fruits were the VFS early in December, but now they become a trio, with the addition of oranges. Practically everything we've said in praise of the first two applies to oranges. High Vitamin C content is a

virtue all citrus fruits have in common, but oranges boast Vitamins A and B₁ also... you might say that they contain literally the ABC's of vitamins! In addition to all the background material contained in the announcement of this VFS, here's a poetic reference that indicates oranges were once regarded as a very special treat. Robert Louis Stevenson said:

"And every day when I've been good,
I get an orange after food.

Eggs Without Shells

That's what we were talking about in last week's ROUND-UP, when we stated that the homemaker might like to consider she's paying only 48¢ a pound for eggs... liquid eggs is the term we used. An interesting comment has come to us from a reader of ROUND-UP, however, to the effect that when your grocer puts a price of, say, 35¢ a pound on a leg of lamb, that includes the bones, and is not a net cost for the edible meat. Our reader adds that on this basis, eggs cost only 40¢ a pound.

Hold Those Vitamins!

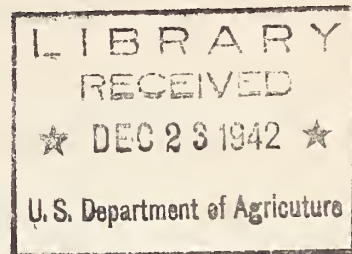
Science News Letter of November 28 tells us that modern methods of dehydration are responsible for retaining more vitamins in such fruits as prunes, peaches and apricots than are kept in the same fruits when they're sun-dried. Therefore, our men in the services, and our friends in the Allied Nations, who are getting these fruits in their dehydrated form really have the new factory processes to thank for the fact that they contain more nutritive value.

Concerning Sugar Stamp No. 10

Sugar Stamp No. 10 became valid on December 16th...you might like to remind your listeners of this. It's good for three pounds of sugar, and may be used up to January 31, 1943.

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Reserve

Supplemental Story for Radio Round-Up
Issued by the Agricultural Marketing
Administration, December 18, 1942



WICKARD ON THE JOB AHEAD--PRODUCTION

During the 2-week period, beginning November 30th and ending December 14th, four regional meetings on farm production goals were held in different parts of the country. Secretary Wickard spoke at each of these meetings, and what he said is very important to all of us, whether we're producers or consumers. Therefore, in this supplement, we're giving you excerpts from each talk, which we hope will furnish you with valuable background material for current broadcasts.

Speaking at the western regional meeting in Denver, Colorado, on November 30th, the Secretary said:

"We are meeting here to launch the most tremendous farm production drive in history. The outcome of that drive may determine how soon we will win the war. It may have a lot to do with the kind of peace that will follow. American farmers bear the main responsibility for supplying the food and other farm products which the United Nations need for victory.....In this war, food is as necessary as bullets.....Farm production is war production.....

"First of all, I want to express my admiration of the wonderful production record which farmers made this year. I have paid this tribute many times during recent weeks, and I expect to repeat it many times in the future. Farm people have earned it. The record which they established this year is superb. It makes me proud of being a farmer and proud of my present opportunity to work with other farmers.

".....But today 1942 is behind us. We are looking ahead to 1943. Our task will be larger. We must feed our growing Army and Navy. They, with our allies, are going on the offensive now.....We must have enough food for the hard working people in this country too. And food for the new allies we gain when we throw the

Axis forces back from the countries they have conquered.....Next year, and in the years that follow, we just can't produce too much of the essential farm products. In fact we can't produce enough to meet all of the demands for American food. We will have our hands full producing enough to meet the most essential needs.

".....On the credit side, we have our reserves in the Ever-Normal Granary. We have fertility which has been stored in the land through several years of soil conservation. We have a well-rounded national farm program.....We have a new schedule of support prices, which I hope will help farmers achieve all the production that is needed. Above all, we have an unbeatable group of patriotic experienced farmers.

"On the liability side, we have the growing shortages of farm manpower, of equipment and of materials, and shortages of transportation and of processing facilities. Most of these shortages are unavoidable wartime handicaps.....But if the shortages can't be cured, they can be alleviated by using manpower and materials where they will do the most good.....Some farm products are needed more than others. In the last war the emphasis was on wheat. This time it is on meats and milk and eggs and oils.....Last year we went a long way in converting agriculture to a war basis.....Agriculture is mobilizing 100 percent for war next year.....As an example of wartime conversion, take the goals for winter vegetables which were announced a few weeks ago. We are asking for carrots, lima beans, snap beans, and onions. These vegetables are important in wartime diets for which 1942 production was not high enough. For some other important vegetables we are asking production at 1942 levels. But for crops that have comparatively little nutritive value, such as cucumbers and watermelons, we are asking reductions.....And we are asking similar reductions for some crops that make especially heavy demands on transportation facilities, cantaloupes, for example. The Department will give all possible assistance in growing and marketing the essential vegetables. But on the less

essential vegetables---those for which decreases are asked---the Department cannot promise any kind of assistance. In ordinary times this process of sorting the sheep from the goats would seem drastic and unnecessary. It is drastic. But in wartime it is necessary.....

"But there is another, bigger problem behind that---the problem of how much labor and how many materials will be available to agriculture as a whole..... Take farm labor, for instance.....The Congress recently enacted new selective service legislation which provides for deferment of essential farm workers. Another constructive step is the program of the War Manpower Commission and the Selective Service System to maintain the work force on essential dairy, livestock and poultry farms and to obtain more labor for those farms.....

"I have used manpower as the example of a scarce resource. It is the most critical shortage, but I could just as well have used the shortage of machinery and other materials.....I have tried as hard as I can to get more essential materials for agriculture. I am going to keep on trying. But whatever happens, there is no chance that we will get as much as we need. We must make machinery and materials last longer and do more.....There is the same need for stretching every resource of farm production.....In short, we take every possible step.....to turn out more of the farm products that are needed.....

"For several years after the war ends---perhaps for a good many years---there should be no slackening of the emergency overseas demand for American farm products. Instead the demands probably will increase; we will be sending food and fiber to peoples now under the heel of the Axis, as well as to our present Allies. If we don't, there will be chaos. Those great demands spell markets for all farmers can produce of about the same essential products they are turning out now. But farmers have an added safeguard. Congress has made special provisions for protecting farm prices in the years after the war as well as during the war. These price floors

enable farmers to go ahead with needed production without fear of post-war collapse of farm prices.

"Sooner or later the period of emergency shipments will end. In fact, we will work to bring it to an end by sending seeds and fertilizers and equipment to help farmers of other countries get back on their feet again.....Where will farmers stand when the emergency relief demand begins to slacken? They will have the greatest farm production plant in all our history--greater than it is today, for they will be less cramped for manpower and less pinched for materials. That great capacity to produce will either be the ruin or the salvation of American farmers.

"We have been at that crossroads before, after the last world war; and then we took the wrong turning.....We still were pulling ourselves out of the trough when the second world war again put a premium on full production.....If we take the wrong road again, the crash will be even more terrible than the last one. We don't want to head down that road again. Surely we have learned from our experience in the quarter of a century between wars and from our experience in the present world struggle.....Maybe we have had temporary overproduction of some individual crops, but never of total farm output. In the light of what people need rather than what they are able to buy, we have always had underproduction.

"Look at what is happening now. In spite of all the food that is going to our fighting men or our allies, the supply for civilian families is as large as it has been in good years in the past. Yet the demand for many foods is running far ahead of the supply. We are forced to turn to allocation and rationing....More people are working; workers are earning more. Now they have the money to go out and buy the extra food they always wanted but never could afford.....that's just in terms of what people are wanting to buy right now. The amounts of food that people actually need are even larger.....From the standpoint of needs, our wartime production goals don't represent a temporary spurt. They are a step toward the per-

manent production level that will be required to give people enough food and other farm products.....

"The farm problem of the future---in fact the problem of the whole nation---comes down to these two points: Can we keep full employment and good wages here when war industries turn back into peace industries, and can we work out sensible policies of exchanging goods with other nations? If we can do these things there is no need to worry about agriculture.....Working together we will help farm people in their fight for more production. And when the war is won we will work with farmers in their fight for a world in which they can continue full production."

On December 3, addressing a regional meeting in Chicago, Illinois, Secretary Wickard said:

"This is the general staff meeting to organize one of the most important war operations of the United Nations.

"We are here to present the operations plan for the 1943 food campaign. It is world-wide in scope. The food that is to be produced by American farmers under the plan will fight for us around the globe. It is urgently needed. Do you know how urgently? Let me tell you that on some shipping schedules of the United Nations, food has equal priority, ton for ton, with guns, shells, bombs, planes and tanks. That's how important the food weapon is at fronts across the world.....

"In this meeting, the people from the Department's Washington offices will bring you the goals for 1943. They have been announced nationally. Here we shall go over them state by state. The Washington group will report to you on the programs for farm labor, for farm transportation, for farm machinery and supplies, for price supports on the war products. Then we shall set before you a plan for mobilizing all agriculture---the farmers and the Government people in agricultural services---for the one purpose of meeting the goals, and exceeding them if possible!"

The Secretary then went on to outline the goals, our credits and liabilities, the farm price program, and the necessity for unity of action and effort that must extend past the farm. He said: "Food is not really produced until it is at the place where it is to be eaten.....on your table, or in the mess kit of a Marine in the Solomons, or the field ration box in the pack of a soldier in North Africa. This food business is all one. The farm production must be processed and packaged and shipped and distributed before food can win the war---or write the peace.

The Secretary went on to say: "America has a splendidly organized and efficiently operated food industry. We have worked with the men who manage it through the years of operating the Food Stamp Plan and through the months of accumulating Lend-Lease supplies. All of us in the Department of Agriculture have come to realize what a bulwark of strength it is to our Nation's cause.

"The food policies of the Government are policies that concern the entire nation. Extreme care should be taken to see that these policies are sound and in the public interest. For example, wartime is not the time to carry out the pet theories of any group or class, or to institute reforms for reform's sake. There is fear on the part of some that government power over food would mean radical changes in distribution and marketing.....By and large, I think the food industry is well organized and efficient and, for these reasons, it should be interfered with as little as possible in the execution of a wartime food program. I for one have no intention and no wish to fasten government controls in perpetuity upon the food industry.....

"For the benefit of the food industry as well as the nation as a whole, there should be no hesitancy in taking whatever steps are necessary to see that as much good food is produced as is possible; to see that as much of it is processed as is possible; to see that it is economically packaged; to see that it goes in the

needed amounts to Lend-Lease and the armed services, and finally that the civilian supplies are fairly distributed to each locality and each family."

Mr. Wickard concluded by outlining post-war farm problems, and brought his talk to a close with these words: "That is important for the future. For the present, we have a war to win. All of us are in it all the way. Our work must know no hours and spare no effort. My charge to you is this: Take the Nation's call for production to the farm people and help them answer that call."

On December 7, Secretary Wickard spoke before the regional meeting at Memphis, and began his talk with these words:

"One year ago today a treacherous attack by the Japanese plunged the United States into the Second World War. Since then things have been happening like firecrackers exploding one after the other. We didn't do so well at first, but now the Axis is on the receiving end. We have not only proved that we can take it, but that we can dish it out. If anybody wondered whether America had turned soft, Midway, the Solomons and North Africa have given the answer. The fathers and mothers of this country have given us a race of fighting men worthy of Andrew Jackson.....

"Yes, we are beginning to win, and behind the growing list of victories, one finds not only the bravery of our fighting men, but all the resources that are necessary for modern warfare. A modern army is a machine which travels on oil and food. It is a machine which can be kept efficient only through careful planning and endless work and drudgery. In the North African desert today, American soldiers are drinking dehydrated milk and orange juice. They are eating dehydrated potatoes and other dehydrated vegetables. These nutritious foods, invaluable from the standpoint of saving transportation space, are the results of tedious experiments carried on in quiet laboratories. Today this unspectacular work, much of it done by government scientists, is an important part of our wartime food program.

It is saving transportation and therefore the lives of American boys.....

"The conversion of agriculture, like the conversion of industry, means planning.".....Mr. Wickard then went on to outline various programs for increased production of soybeans, peanuts, hogs, cotton...all important southern crops...and made further comment on farm programs, as follows: "All in all, our farm programs are efficient. They are not perfect, but they have been tested since the European war broke out. For three successive years now, the farmers have broken all records for production. This speaks pretty well of the farmers and of their farm programs."

The Secretary then touched on the farm labor problem and pointed out that farmers will have to work long hours, just as they always have, and will have to put up with many handicaps. He did hold out this encouraging prospect, however: "Prices for agricultural production in 1943 should make farming profitable. Our support prices have been calculated with that end in view. I think farmers should be paid and paid well for their contributions to the war effort. On the other hand, I am not depending too much on prices, even though net farm income was the highest in 1942 that it has ever been. Farmers in 1942 will receive 111 percent of their 1919 net farm income, and 1919 generally has been regarded as the farmer's golden year.

"I am depending upon the patriotism of American farmers, upon their determination to see this thing through; upon their knowledge that soldiers cannot fight without food; and upon the spirit which has kept this country free. No section has this spirit more than the South. No section has been more alert to the implications of this world conflict than the South....."

The fourth and last of the series of meetings to mobilize agriculture for war production in 1943 was held in New York City, and on December 14th Secretary Wickard addressed this meeting. At the beginning of his talk, he said:

"Within the past two weeks I have met with farmers and farm leaders of the West, the Middlewest and the South. At each of the meetings...the groups I talked with were similar to the groups here today. There were State War Board members, State Commissioners of agriculture, workers in vocational agricultural teaching, and farm organization leaders. As I look back at these meetings, three points stand out in my mind. First, the farmers and farm leaders of every state fully realize just how important food is in this war....More than that, nearly all the people I talked with recognized the great need of building up reserves so that we will be ready to help feed hungry people in the occupied countries after the invaders have been forced out. We will need some of those reserves, too, as protection for our own people in case any unforeseen emergencies come up..... Also, the people I talked to were fully aware that producing food for American civilians was just as much of a war job as producing it for fighting men....Second, the people at the meetings realized that this country is the leading food producer of all the United Nations.....Third, it was evident that farmers are going to do everything they can to reach next year's production goals, and they believe they will reach them....at the close of each of the meetings, the farm leaders from the States pledged that they would work to reach or to exceed the production goals for 1943. Their spirit and their determination was inspiring.

"I believe that these State leaders accurately reflected the attitude of all the farmers of America. I am sure that you farm leaders of the Northeast and of the Middle Atlantic States will give the same answer. Your agricultural production is most important to our National welfare and strength. Strangely enough, there are many people who don't realize what an important farming section your part of the country is. You are heavy producers of some of the most essential foods---milk and eggs and poultry and vegetables, for instance. It is true that your section also is a land of great cities, and the most concentrated center for industry

and trade in the whole nation. This very fact gives the Northeast's agriculture an added importance. You are close to the greatest consuming area. In these times when transportation is so overburdened, we must produce as much food as possible near to the place where it is going to be used. You have a great responsibility for feeding the millions of town and city people in your area, in addition to providing some of the food that will go to our Army and our allies."

After paying tribute to the farmers of the Northeast section of the country for their fine production of this year, Mr. Wickard brought up the matter of farm labor, and said:

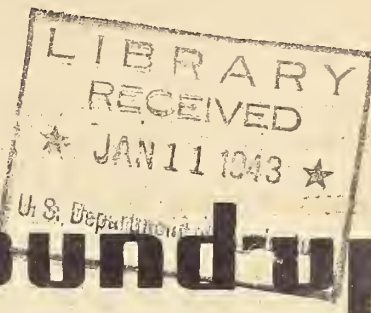
"Some people in towns and cities may have little inclination to do farm work. I hope we can convince them that farmers need their help, that now and for the future, farm work is war work.....I hope that more town and city people can have home gardens next year. Families that have the land and the experience will be helping themselves and the whole nation by growing more of their own food. Every farm, of course, should have its home garden.....I want to ask all groups to begin thinking of the parts they can play in this unified program for food..... As head of our food program I shall work to help farmers and food processors by letting other Government agencies know exactly how much manpower and materials they need to get their parts of the job done.....I know all you farm leaders realize what a great part the housewives of this country are going to play in our whole food program. The American housewife has the final say as to how most of the Nation's food supply is used. She can help farmers get the food job done by learning to substitute plentiful foods for those that are not so plentiful; she can learn how to handle food in unfamiliar forms. Above all, she can prevent waste. Farmers can produce enough food to meet all special needs, and still give all the people in this country good diets. I doubt if they can much longer produce extra amounts to be wasted in kitchens. It is as important to save a pound of food as to produce one....."

The Secretary concluded his talk at this final meeting in these words:

"There is no easy way of winning this war, either on the farm front or the battle front. I know that the farmers of the East aren't asking for an easy way, and that you people who serve farmers aren't asking for it either. You have always won your battles the hard way, standing on your own feet. You know how much is at stake in this war. I am sure you will produce your share of food for freedom."



A Service--
For Directors of Women's Radio Programs



Radio Roundup

on food...

Washington, D. C.
December 26, 1942-No. 30

FOOD FOR '43

During wartime it's more important than ever for people to be well-fed and properly nourished. Home economists tell us that there was a tremendous improvement in the national diet in 1941-42 over the preceding five years. However, in 1943, increased incomes and greater interest in good nutrition won't be enough to give definite assurance of continued better diets. We'll have to take many things into consideration...the needs of our armed forces and our allies are at the top of the list. The weather may be an ally or an enemy...farm supplies and labor, processing and transportation...these will be equally important.

This is the food picture for '43, as the home economists look at it:

There will be plenty of bread and cereals...even if the 1943 crop is short, there is a plentiful supply on hand.

The supply of fats and oils for civilians will not be as large as in 1942...in fact, to meet the goal established by the Foods Requirement Committee, it is predicted by the Bureau of Agricultural Economics that consumer rationing of food fats and oils probably will be necessary. The quantity of fats that consumers would take at ceiling prices is estimated to be considerably greater than the quantity available under the present manufacturers' limitation order, with due consideration to the supply of butter and lard available for civilian use. The manufacturer of butter and lard, however, is not restricted.

Sugar supplies may be smaller than in 1942, mainly because of the transportation problem. We'll have to eat more potatoes, beans and grain foods to get the energy that sugar has been supplying. These foods have valuable minerals and vitamins which sugar doesn't possess, however.

Potatoes and dried beans in larger quantities are expected to be available.. particularly sweet-potatoes. (Note information about dried beans as VICTORY FOOD SPECIAL, in Program Notes, this issue.)

Fruit and vegetable supplies depend on nature, of course, as well as on

US Department of Agriculture
Agricultural Marketing Administration

labor and shipping. There may be shorter crops than we had last year...we know there will be fewer canned fruits and vegetables. Therefore, home gardens and home canning will be extremely important. BROADCASTERS CAN BE OF GREAT ASSISTANCE IN STRESSING THESE ACTIVITIES BY HOMEOWNERS.

Meat rationing, expected to start early in 1943, will assure a fair distribution of meat to civilians. Fish supplies are expected to be smaller than in recent years.

Milk supplies will probably average about the same in 1943 as in 1942, but large amounts necessary for shipment abroad, as dried milk, or in milk supplies, means civilians will have to get along with less.

In view of the above, every American homemaker should make it her job to learn about food values, so that she can be sure she's feeding her family properly. She should make a resolution not to waste food. She should learn to use unfamiliar foods in order to take advantage of everything she can get. And, if she has land suitable for a garden she should grow as much food at home as possible.

P.S. It has been announced by the U.S.D.A. that the Food Distribution Administration is releasing 2 million cases of evaporated milk, in order to relieve the present temporary civilian shortages of this food. The evaporated milk will be sold to manufacturers who have previously sold the product to the Agricultural Marketing Administration, now absorbed by FDA. The stock of evaporated milk now held by FDA amounts to about 17 million cases, most of which is spoken for under Lend-Lease and other commitments. This will help to meet increased civilian demands and the current seasonal period of low milk production.

WE MUST TIGHTEN OUR BELTS

That's what Roy F. Hendrickson, Director of the new Food Distribution Administration says. The reason: the needs of the armed forces, our allies and our territorial possessions will take at least a fourth of all the foods we can produce in 1943. Mr. Hendrickson emphasizes the fact that it will take the right kind of management to make sure there's enough to go around...it's a challenge to everybody from farmer to consumer.

The President has proclaimed January 12th Farm Mobilization Day for the purpose of mobilizing all agricultural forces for the largest possible production of all foods, particularly those high in nutritive value. The Food Distribution Administration is supporting farm prices for the most needed products. Action will be taken to improve marketing facilities. The products of the farm must be put to their best use. Maximum efficiency in transportation and warehousing of foodstuffs must be attained. Mr. Hendrickson warned that we must adjust our civilian food supplies to the demands of the food program, and accept rationing as the means of giving everyone a fair share of the available food.

His words might well be passed on to every homemaker in the country, because they're the people who'll have a great deal to say about making the food program successful.

THE MEAT STORY

Advance Deliveries

Action has been taken to relieve local shortages of meat, as you have heard by this time, no doubt. On the recommendation of Secretary of Agriculture Wickard, the Office of Price Administration issued the order authorizing meat slaughterers to begin deliveries of their January 1 quotas on December 20. This not only helped local shortages of meat, but permitted the resumption of operations by packing plants which had been closed because their current quarter quotas were exhausted. No packer may make advance deliveries of more than 10% of his quota for the first quarter of the year during the 12-day period between December 20 and 31, however.

A further cut in civilian quotas, granting for the first quarter of 1943 only 70% of the beef, pork and veal, and 75% of the lamb and mutton which was delivered to civilians during the corresponding period of 1941, will make a reduction in the per capita meat supply necessary.

We've been talking right along about a 2-1/2 pound weekly meat ration for adults, but it is possible that when meat rationing actually starts, around the first of the year, that 2-1/2 pound allowance may be reduced by 5 ounces. **YOU SHOULD NOT MAKE THIS PREDICTION TO YOUR LISTENERS UNTIL MORE DEFINITE INFORMATION IS AVAILABLE...IT IS A POSSIBILITY WHICH YOU SHOULD BE CONSIDERING, HOWEVER, WITH A VIEW TO MAKING YOUR FOOD PROGRAMS AS HELPFUL AS POSSIBLE AFTER MEAT RATIONING STARTS.**

Release of Cured and Frozen Beef Cuts

You've doubtless heard about the release of between five and 10 million pounds of cured beef and frozen beef cuts by OPA as part of the general civilian beef quota for the current three-month period, ending December 31. While that period will be nearly over when you're reading this, it might be well for you to bring into some of your end-of-the-year-programs the information that this cannot be expected to help much in places where there is a shortage of beef, because there will be no actual increase of beef to civilians. The idea was to help the Armed Forces to obtain cuts more suitable for their needs, and releases in their place dried beef, beef sausage material, and certain domestic cuts not suitable for military use.

What Does 5 Ounces of Meat Equal?

If the housewife is asked to cut 5 ounces from the previously estimated ration of 2-1/2 pounds weekly...why not help her by pointing out that 5 ounces is hardly more than one good, thick lamb chop...(they usually run about 4 to a pound.) Pork chops, which are usually cut thinner, will probably weigh 2 or 3 ounces each...so you might present those 5 ounces as a pair of pork chops. Frankfurters range from 8 to 12 to the pound, depending on size, so in the largest size, only 2-1/2 weinies would be required to equal 5 ounces. It's easy to get the veal steak cut just a bit thinner, or to make the meat patties a little fatter. There are many ways to make that reduction of 5 ounces per person practically unnoticeable. If, by chance, a greater reduction is required, you'll have to adjust your comparisons accordingly.

Lamb and Mutton Under the Price Ceiling

In an effort to aid in a fair distribution of the available civilian supplies of lamb and mutton, the OPA last week set specific dollars and cents price ceilings on both these products, when sold by packers and wholesalers. In spite of the wholesale price changes, the present retail structure on lamb is expected to be retained for the present, however. Therefore, the ceilings based on the top prices with the individual butcher or food store charged its customers between July 27 and 31, 1942 will continue to be what the meat purchaser will pay. Mutton, which has been little used previously in this country, was omitted from the original price control, but by fall uncurbed mutton prices had advanced materially. Furthermore, there had been widespread complaints of sellers grading yearling lambs as mutton in order to secure a higher price. In the words of the Price Administrator, "Mutton offers proof positive of the necessity for price control if the consumer's food budget is not to be thrown completely out of kilter." As a part of the pricing phases of the revised regulation, OPA requires standard grading by all packers and wholesalers, in accordance with the grading specifications of the Agricultural Marketing Administration. Prices are set for each of four grades of lamb and three grades of mutton. The proper grade must be stamped on wholesale cuts of both lamb and mutton. By this action OPA definitely ties wholesale prices to qualify. Any of this information you can pass on to your listeners should reassure them as to the efforts of OPA to insure their getting full value for every dollar they spend for meat.

THE NEWS ABOUT POULTRY

All Domestic Birds Now Under the Price Ceiling

Cooperating with the Department of Agriculture's meat supply goals and the request for maximum production of poultry, the OPA has set specific dollars and cents wholesale price ceilings on all types of domestic birds...the prices slightly higher than those which have prevailed at any time this year. Retail price ceilings temporarily continue on all poultry save turkeys, at the seller's highest price from September 28 to October 2, 1942. When the retail regulation is issued, consumers will find only slightly higher prices, if any increase at all, in their poultry markets. The following are the birds covered at wholesale by the new order: broilers, fryers, roasters, fowl (hens) stags, old roosters, capons, turkeys, ducks, geese, guineas, pigeons and squabs, in live, dressed, drawn, eviscerated or other forms, when sold for human consumption.

SIMPLIFYING THE PRICE CEILINGS

The OPA has announced its intention to start a new program in January to set specific dollars and cents ceiling prices for the most important foods. It is stated that one simple regulation will be substituted for the many regulations now governing food prices. It will tell the retailer either the amount he can add to his purchase price to get the selling price, or the actual selling price, set out in dollars and cents. This will require many complicated calculations by OPA, but when completed, will require only a few simple calculations on the part of the retailer. The proposed system will specify mark-ups for three different kinds of food stores...small independents, chain outlets, and super-markets. Allowance will thus be made for the necessary differences in costs and business methods between the various types of food stores. It will eliminate the differences in ceiling prices between stores of the same type in the same community. This new system has been worked out through conferences with the retail trade, the Bureau of Labor Statistics, and the OPA.

In the words of the OPA administrator, "Thus, for the first time, every housewife in any one of the areas to be covered will know exactly in cents per pound or can, or package, the highest price she can be asked to pay for a constantly growing list of key items in her budget."

PROGRAM NOTES

Food Deliveries for Allies Increase

The AMA reports an increase in the delivery of foodstuffs for the allied nations in October of 95 million pounds over the preceding month. Some 645 million pounds were laid down at shipside. As new shipping and supply lines have opened, there has been a corresponding increase in the flow of American foodstuffs to seaports for allied destinations. The quantity of eggs, dairy products, meats, and grains has been much increased, according to the AMA delivery report.

Victory Food Special, January 18 through 23.

Dry edible beans have been approved as the Victory Food Special, on a national basis, for the above period. The crop for this year was the largest in history, and should not only meet current requirements, but provide for a good carry-over. In connection with this, the following is quoted from "The Notesheet", monthly publication of the Federal and State Inspectors' Association, of Raleigh, N. C. "A teacher called for sentences using the word "beans." "My father grows beans," said the bright boy of the class. "My Mother cooks beans," came from another pupil. Then a third piped up: "We are all human beans."

